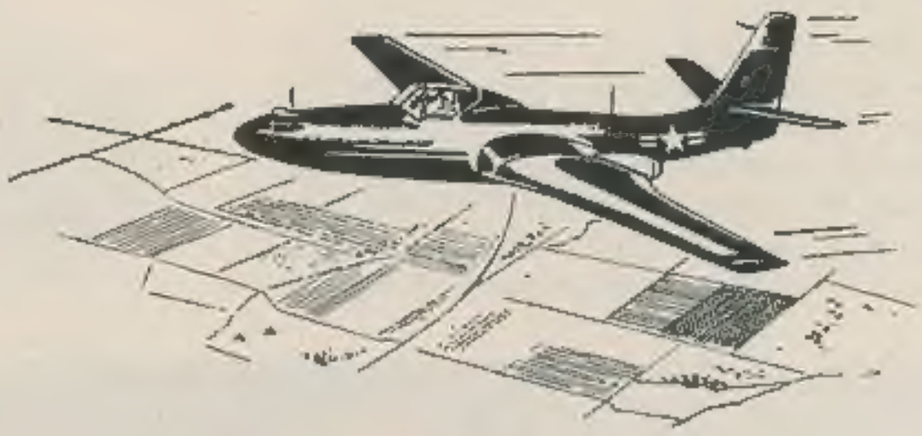
Making walkways for Banshees

Making non-skid walkways for airplane wings might not seem like a difficult problem. But keeping any kind of coating on jet-powered wings is next to impossible . . . the windstream tends to peel it off.

The McDonnell Aircraft Company, makers of the Navy Banshee jet fighter, asked 3M for a product that would stay on, yet be flat enough not to set up wind resistance and affect the plane's flight characteristics. 3M engineers suggested this: a primer coat of adhesive and a final coat of Corogard #22, a non-skid coating. The new walkway passed all flight tests, and is now part of the airplane.

Modern adhesives engineering is solving problems in many industries. When you investigate the possibilities of adhesives, come to 3M, leading producers of more than 1000 adhesives, coatings and sealers that do a top-quality job in all industries.



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ADHESIVES · COATINGS · SEALERS

See what adhesives can do for you . . .

Want to know more about 3M corrosion- and abrasion-resistant coatings, or all-purpose Corogard coatings? Call your 3M salesman or write 3M, Dept. 1110, 411 Piquette Avenue, Detroit 2.

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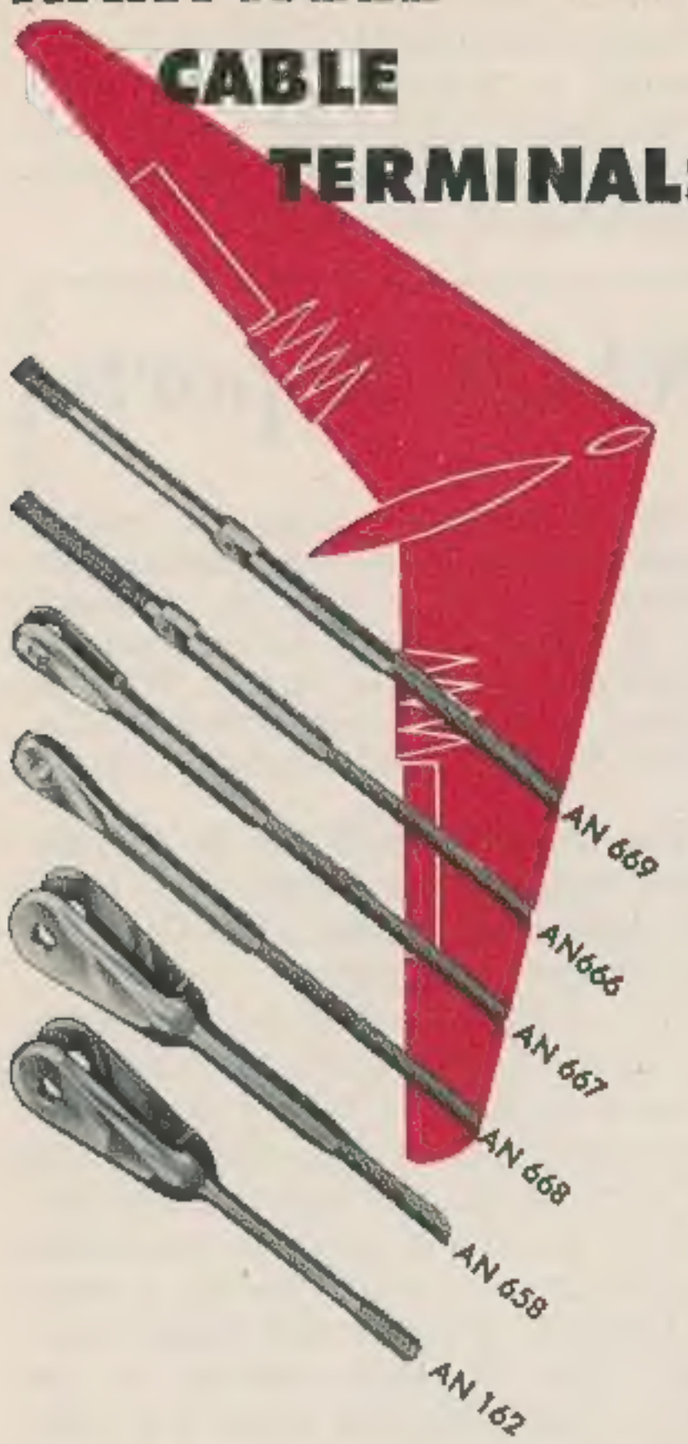
HARTWELL CABLE TERMINALS



Hartwell stainless steel, swage-type cable terminals are manufactured to conform to all requirements of Army and Navy specifications. For over 10 years they have been continuously produced for the Aircraft Industry. Every operation in their manufacture is under rigid quality control resulting in an approved cable terminal for every application. We also design and manufacture special cable terminals to your drawings and specifications. A large inventory of all types and sizes is maintained to effect immediate delivery on your requirements.

Packaged Protection

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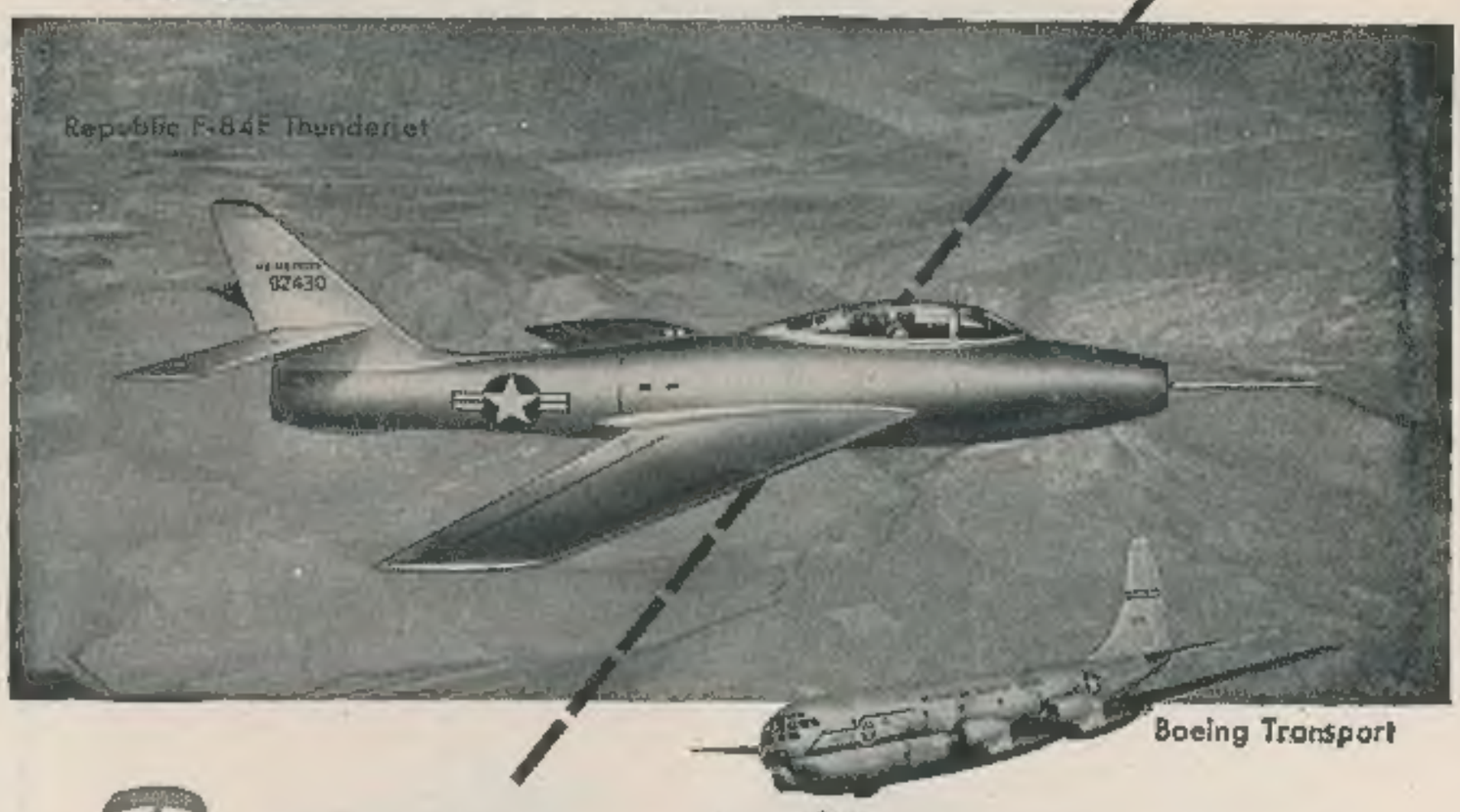
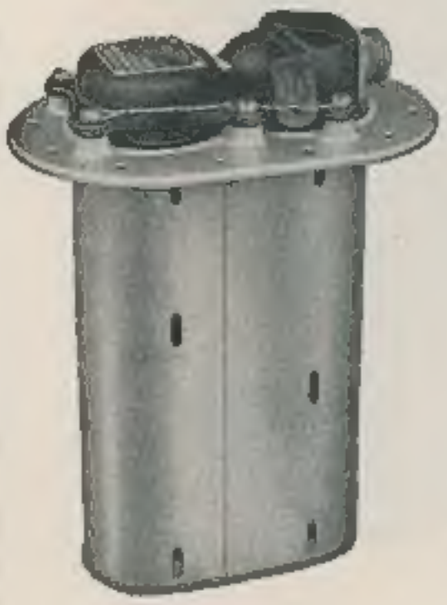
AEROTEC AUTOMATIC CONTROLS



Prove dependable in combat and transport operations



An Aerotec Dual Float Switch Top Mounted

Republic, Boeing, and other leading aircraft manufacturers are using many types of Aerotec Automatic Controls in increasing numbers. These controls are custom designed and built to meet specific problems of high speed and high altitude flight in today's aircraft. Each Aerotec automatic device passes rigid tests duplicating actual flight conditions to assure its efficiency and dependability.

The planes shown above are typical designs that incorporate Aerotec Automatic Controls. The Republic F-84F Thunderjet, a combat-proven craft, uses Aerotec pressure switches and a new dual float switch suitable for tip or pylon mounted auxiliary fuel tanks. Boeing has long used Aerotec valves, float switches, and pressure switches on their famous planes.

When you are faced with problems of automatic controls for flaps, landing gear and cabin heater applications, fuel transfer, flow indication, etc., contact Aerotec. One of our instrumentation specialists is near you, ready to give prompt and able assistance at any time. Call or write.

. . . for AEROTEC controls *custom-built to your needs* contact THERMIX

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NEEDED: Peel-resistant bond to withstand 2600 lb. blast of canopy ejector.

SPECIFIED: **STABOND V-36**

peel resistance increased 300% with STABOND

When the canopy of the F-86 Sabre Jet is blasted from the plane in an emergency, the ring of inflatable rubber which seals the cockpit, *stays* in its track . . . it *must* stay for safety.

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00 per year in the United States, Mexico and South America; other countries, $12.
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TEAMWORK

The photograph shows the majority of the members of the U. S. Air Force Mock-up Inspection group for the Beechcraft T-36A training airplane, posed in front of the dummy or "mock-up" T-36A prototype.

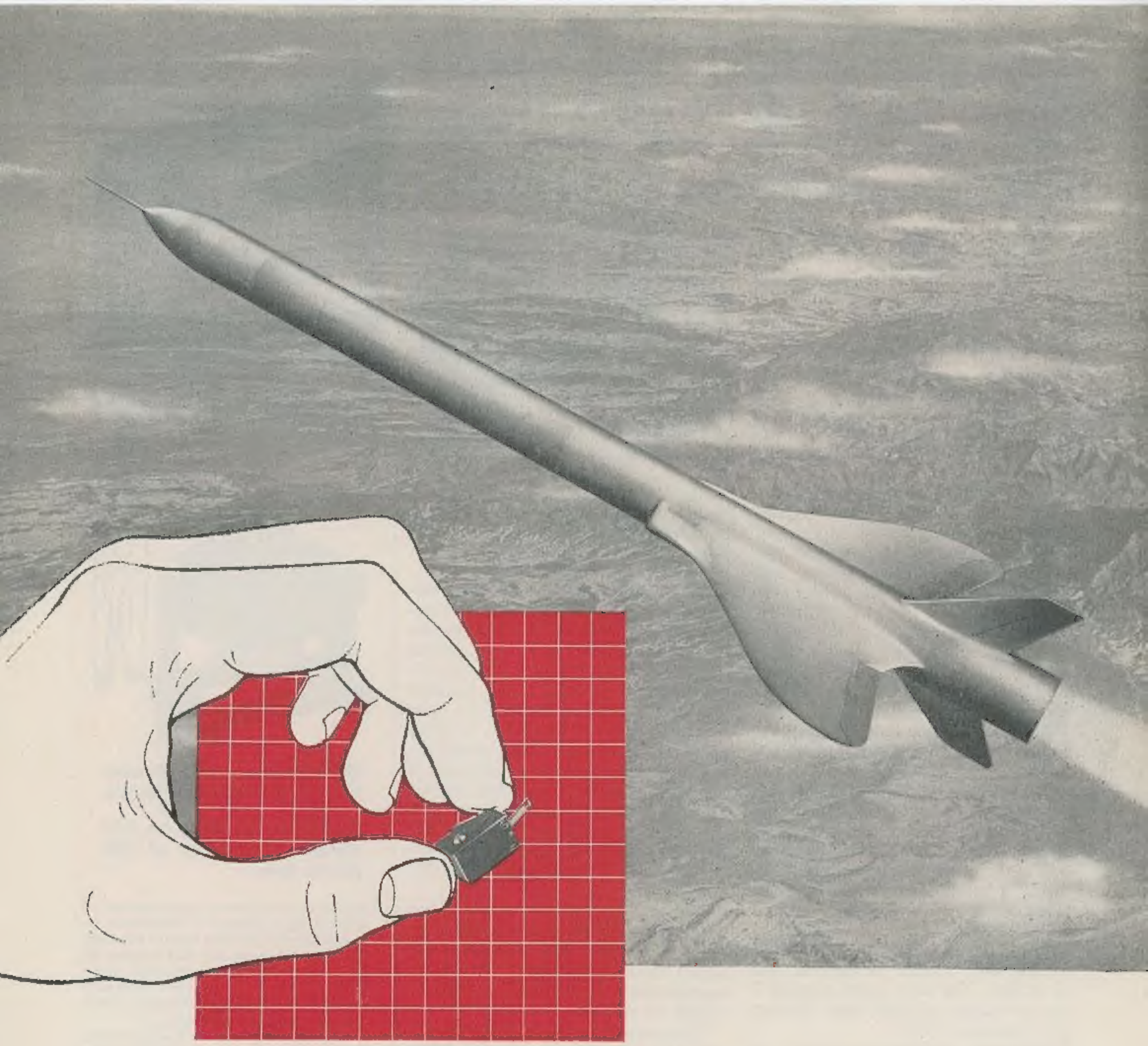
It is estimated that the total aggregate aircraft experience of the members of this board greatly exceeds 500 years. These specialists in Structures, Aerodynamics, Aircraft Power Plants, Electronics and Radar, Flying Safety, Pilot Training, and many other phases of aviation, all made contributions to the design of the T-36A Beechcraft.

The composite thinking of this group, together with the aircraft designing experience of Beechcraft's Engineering Department, has combined to insure an outstanding new training airplane for the U. S. Air Force.

Such teamwork between Government and Industry insures maximum economy in connection with the procurement of new types of defense equipment. Less than five months elapsed between the date of the contract and the date of the meeting of the Inspection Board.

Beech Aircraft

CORPORATION WICHITA, KANSAS, U. S. A.



LOOKING FOR TROUBLE

This is an aircraft scale model in free flight. Its flight characteristics are being accurately tested — the information being picked up by a subminiature potentiometer which is smaller than your thumbnail!

Developed by Bendix-Pacific to measure wing deflection, this potentiometer has proved an important factor for the Douglas Aircraft Company in making practical free flight testing of scale models — a program which has substantially reduced the cost and time of obtaining precise aerodynamic information.

This company's leadership in airborne electronics is attested by the great number of Bendix-Pacific electronic units efficiently serving vital functions in present-day aircraft and guided missiles. Bendix-Pacific standard telemetering assemblies, radar equipment, radio-control systems and electronic servo components are recognized for their advanced design, ultra-compactness and reliability.

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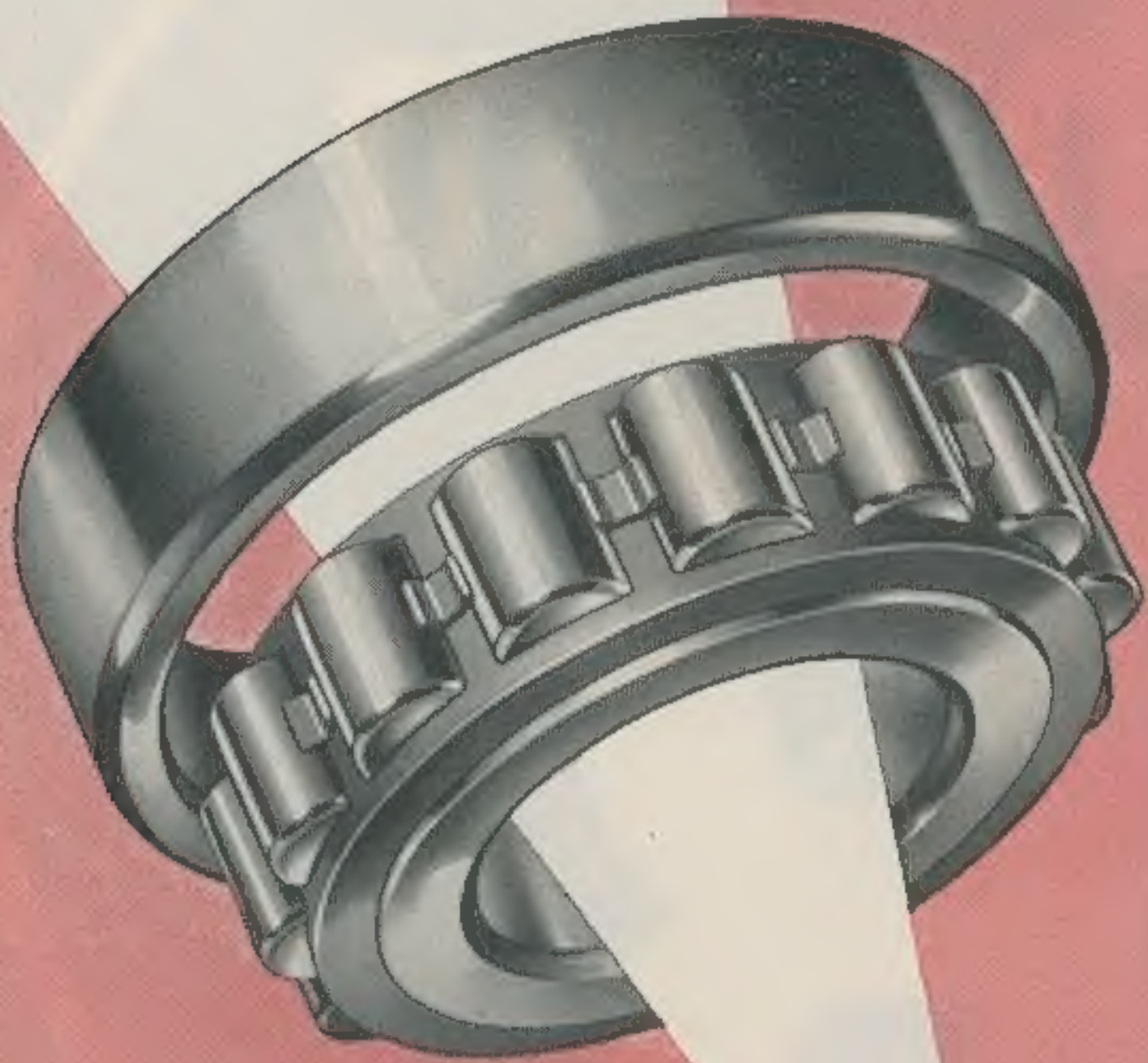

Jet planes flying faster than the speed of sound . . . turbines spinning at a rate of 12,000 RPM . . . temperatures as high as 500° F.—with a minimum of lubrication! Those are the punishing demands today's modern aircraft put on bearings! Small wonder then that major manufacturers of jet engines standardize on Bower aircraft bearings. Precision-built to tolerances measured in millionths of an inch, these quality bearings operate with complete efficiency at peak speed and temperature loads. What do you make? If your product demands top-quality bearings you'll be wise to specify dependable Bower bearings.

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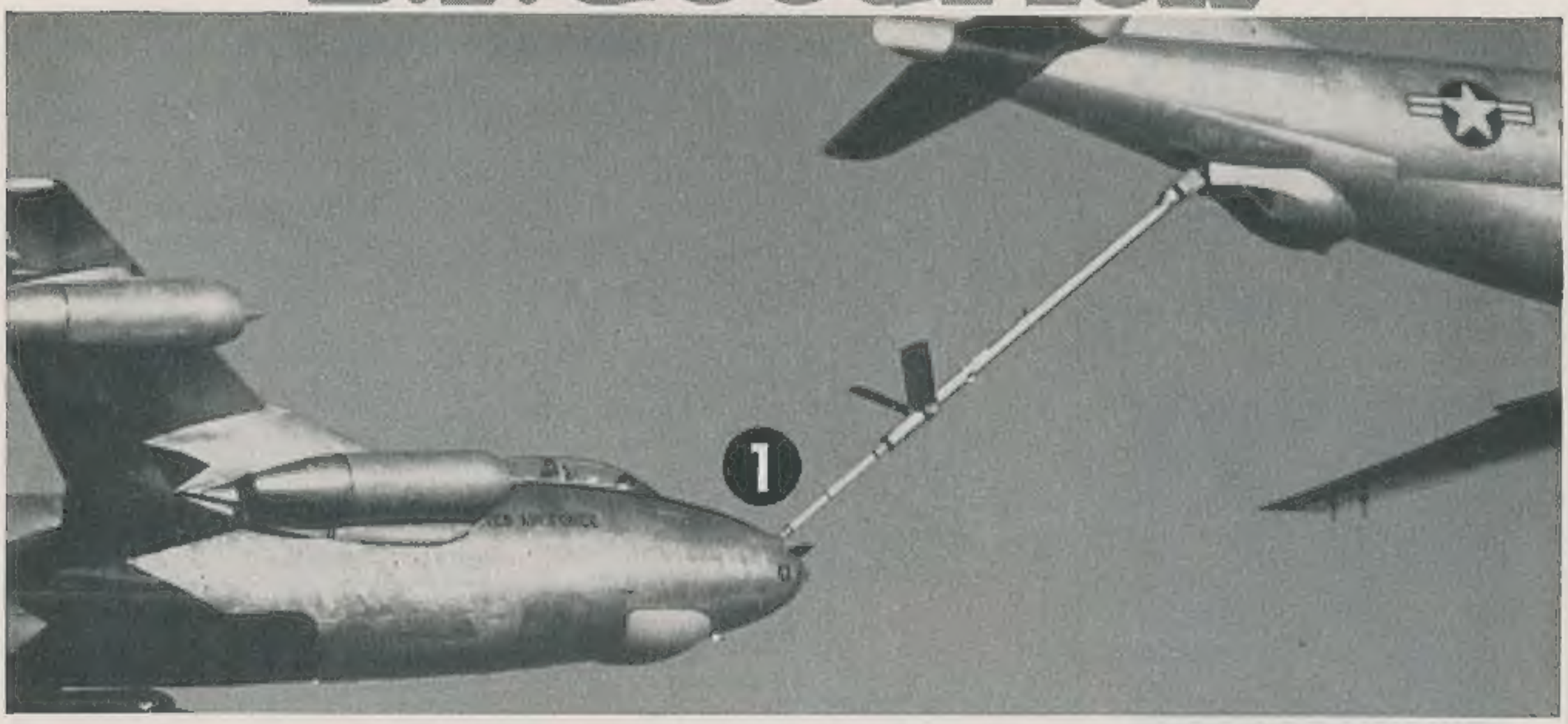
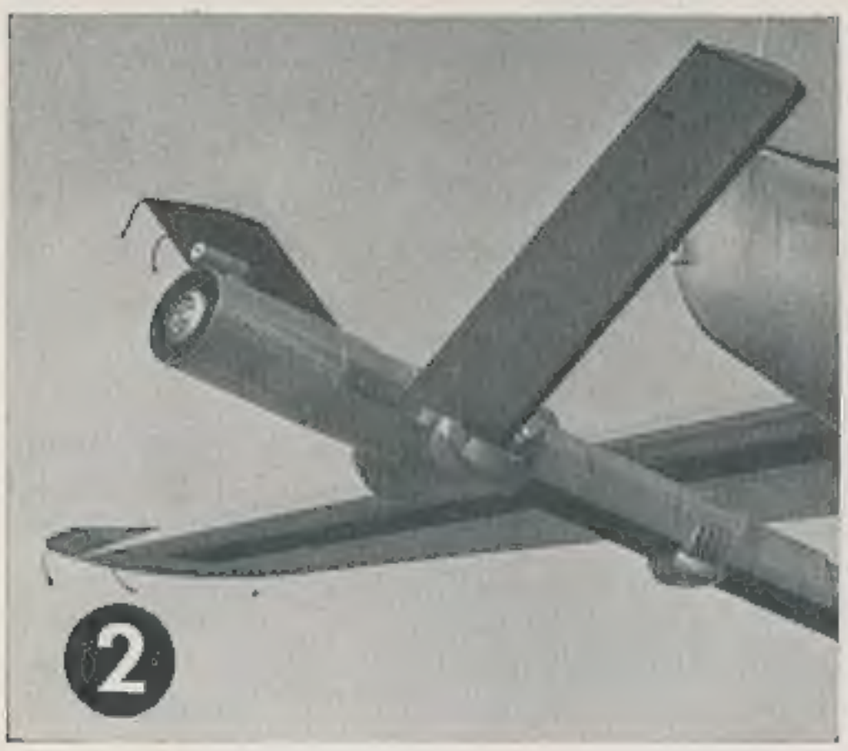
ROLLER BEARINGS

B.F.Goodrich





How rubber helps a bomber stretch its range

B-47 BOMBERS are refueled in flight by the Flying Boom—new telescoping pipe for in-flight refueling, developed by Boeing. Its vee-shaped ruddevators guide it into a fueling receptacle—special opening in the receiver ship. To make the boom practical, Boeing engineers faced three problems which they brought to B. F. Goodrich:

1. Ice forming in flight might choke up the receptacle, make it impossible for the boom to enter. B. F. Goodrich engineers suggested electric rubber—thin, tough rubber heated by a core of electric resistance wires. To fit snugly over bulges and around curves, BFG built the rubber in twelve molded sections. It fitted skin-tight over the contours of the receptacle, kept it ice-free.

2. Control surfaces of the ruddevators had to be kept free of ice. B. F. Goodrich again recommended heated rubber. Bonded to the leading edges of the ruddevators, pads of electric rubber supplied spot anti-icing heat, permitted accurate control of the Flying Boom.

3. Sudden shutting off of fuel at the nozzle of the boom would deliver a kick which might damage the fuel pipe. Boeing had an idea for a "surge boot"—one rubber sleeve inside another with an air chamber between, which would act like a shock absorber to cushion the jolt. BFG came up with a boot of man-made rubber on nylon fabric. It was light in weight, didn't stiffen from cold, had the strength needed to take the kick of the surging fuel. It prevented damaging jolts to the pipe.

These are typical of the aviation developments that have come from B. F. Goodrich, leader in rubber research and engineering. BFG products for aviation include tires, wheels and brakes; heated rubber; De-Icers; Avtrim; inflatable seals; Pressure Sealing Zippers; fuel cells; Plastilock adhesives; Rivnuts; accessories. *The B. F. Goodrich Company, Aeronautical Division, Akron, O.*

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Model 200 Lantern

You always have Good Eats, Quick, and Good Light *with these Outing Pals!*

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More Fun with the new, powerful Coleman All-Purpose Lantern giving plenty of brilliant light along the trail or in camp at night. Compact; sturdier. 8 to 10 hours lighting service from one filling. Lights instantly. Floodlights 100-ft. area. Safe — can't spill fuel. Stormproof. Easily attached Coleman REFLECTOR makes a high-power spotlight of your lantern as shown above.

For Emergency Use, Too — When power fails, floods, storms, and other emergencies.

See 'em Demonstrated — Ask your dealer about these two outing pals. Be sure you get the Genuine—look for the name Coleman.

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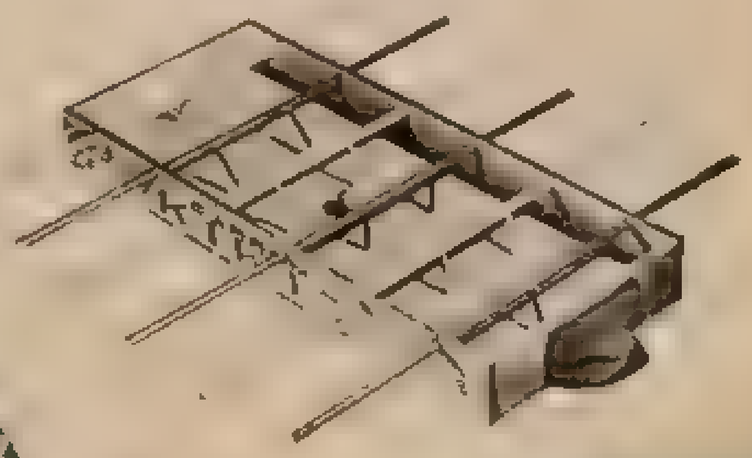
Write for our complete catalog and price list.

★**CARROM SHUFFLE-HOCKEY** — A newly designed athletic game board that combines the principles of ice hockey and shuffle board. Size 15½" x 30". Sturdy construction. Packed singly in cartons.

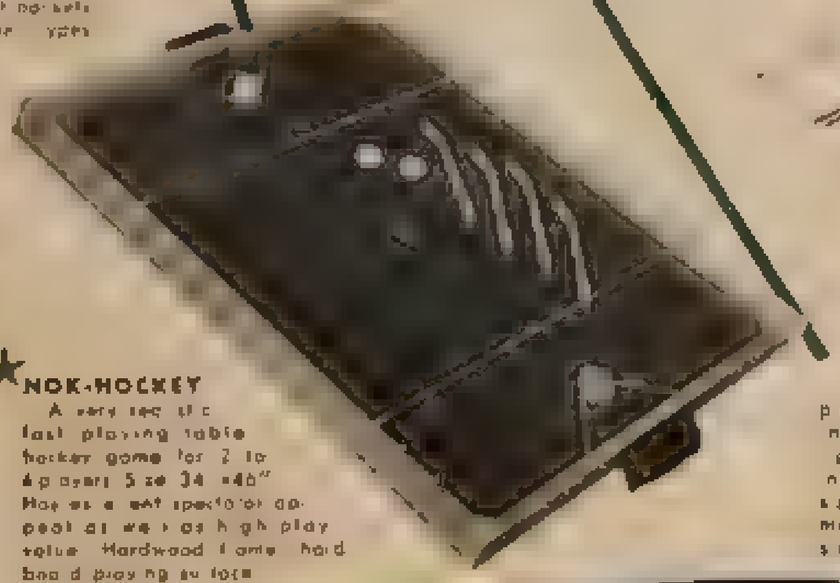
★**GUN BOWL** — An exciting table bowling game employing a unique method of delivering the ball with a plunger type gun. Equipment includes 2 bowling balls, 10 pins, gun and score sheets. Measures 7" x 41". Packed singly.

★**NO. 85 CARROM BOARD** — Plays 8 different games. The most popular of all Carrom boards. Overall size 29" x 54". Wood frame construction with plywood center panel, round corners, overall bumper rails and green felt cushions on Carrom side. Other sides and ends are decorated.

★**MODELUMBER** — Accurately designed model or design play lumber which all children enjoy. Provides unlimited building range. Set includes saw, miter box, sandpaper, nails and bolts and plan sheet. Two numbers.



★**SHOO-FLY** — Duck, horse and dog models for tots 6 months to 2 years old. Hardwood plywood sides, non-tip plug design, deep wood seat, high back and large foot rest. All rounded edges. Duck and Horse equipped with safety strap.



★**NOK-HOCKEY** — A very recent and fast playing table hockey game for 2 to 4 players. Size 34" x 46". Has as great spectator appeal as it does high play value. Hardwood frame, hard board playing surface.

★**KIKIT** — A fast action skill game for 2 to 8 players. Combines team work and individual skill. [illegible] Model TK 7 [illegible] size 12" x 29" x 3". Large Model TK 3 also available size 22" x 4" x 3".

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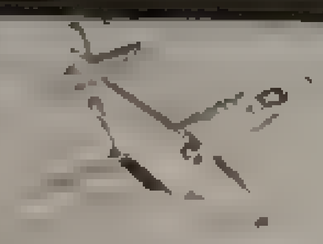

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"A" ASSORTMENT. 10c Flying Model Airplanes 8 different fast-selling models, 36 assorted per package. 4 packages to shipping carton. Wt per carton, 16 lbs

B

10c SOLID MODELS

"B" ASSORTMENT. 10c Solid Models. 9 different fast-selling kits, 36 assorted per package. 4 packages to ship. carton. Wt. per carton, 13 lbs.

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E-Z to Build Struct-o-Speed

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"K" ASSORTMENT. 50c Struct-O-Speed Models. 6 different fast-selling models, 12 assorted per package 4 packages to shipping carton Wt per carton, 14 lbs

L

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"L" ASSORTMENT. 50c Flying Models. 12 different fast selling models, 12 assorted per package. 4 packages to shipping carton. Wt per carton 16 lbs

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The Greatest Assortment for Repeat Profits

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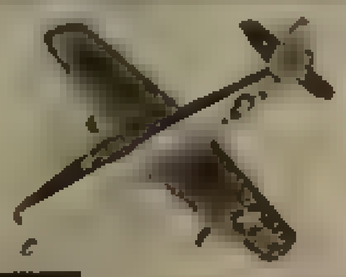
F



E-Z to Build Struct-o-Speed

25c FLYING MODELS

"F" ASSORTMENT. 25c Flying Models. 14 different fast selling models, every part completely pre-fabricated, 18 assorted per pkg 4 packages to shipping carton. Wt per carton, 14 lbs

S

25c SOLID MODELS

"S" ASSORTMENT 25c Solid Models 6 different fast-selling models 12 assorted per package. 4 packages to ship. carton Wt per carton, 12 lbs

P

$1 FLYING MODELS

"P" ASSORTMENT $1 Flying Models 11 different fast-selling models, 6 assorted per package 4 packages to shipping carton Wt. 19 lbs

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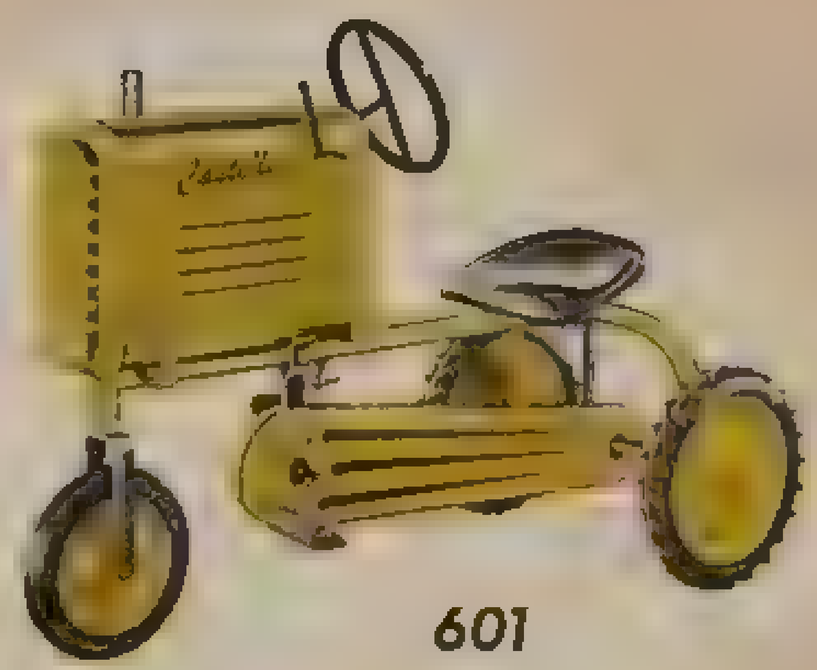

601

250

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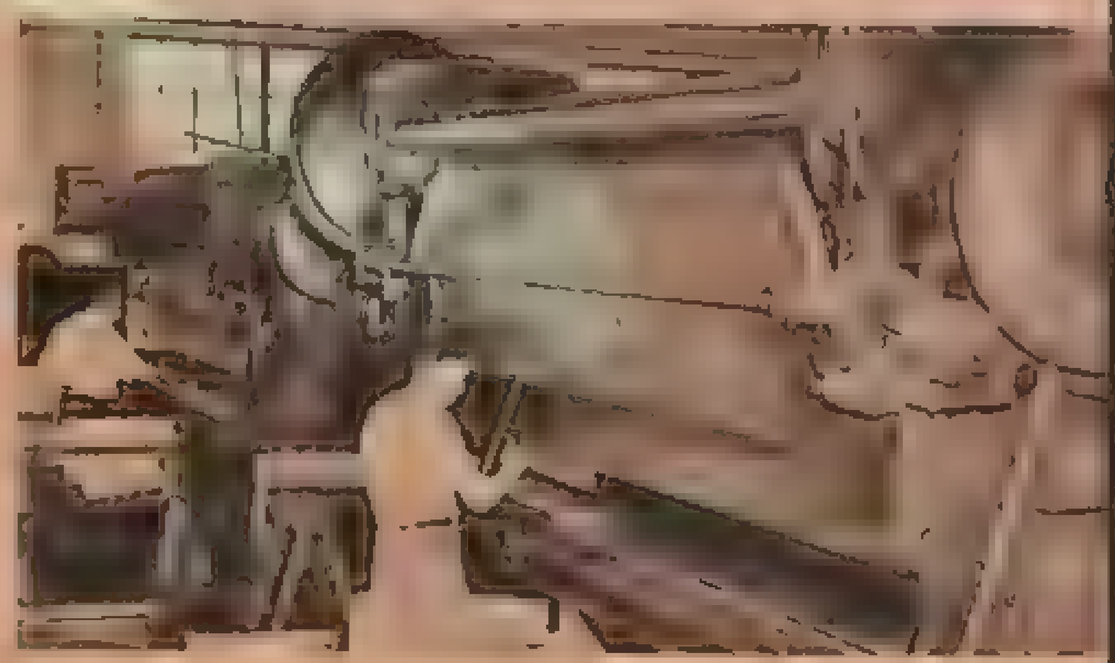
here's the inside story...

The views of the Fabricating Department shown here represent a few of the thousands of operations necessary to produce Castelli Metal Toys. All parts of each item are fabricated in our plant from raw steel allowing us to realize complete independence from outside sources for fabricated parts or sub-assemblies. This method of manufacturing affords you the assurance of quality products at the lowest possible cost.



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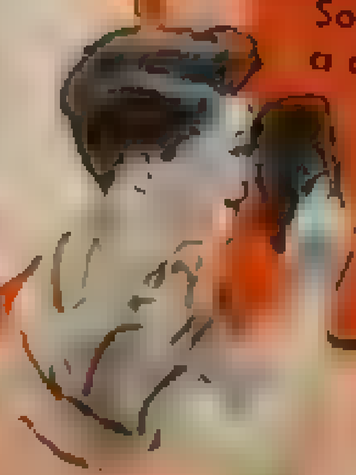

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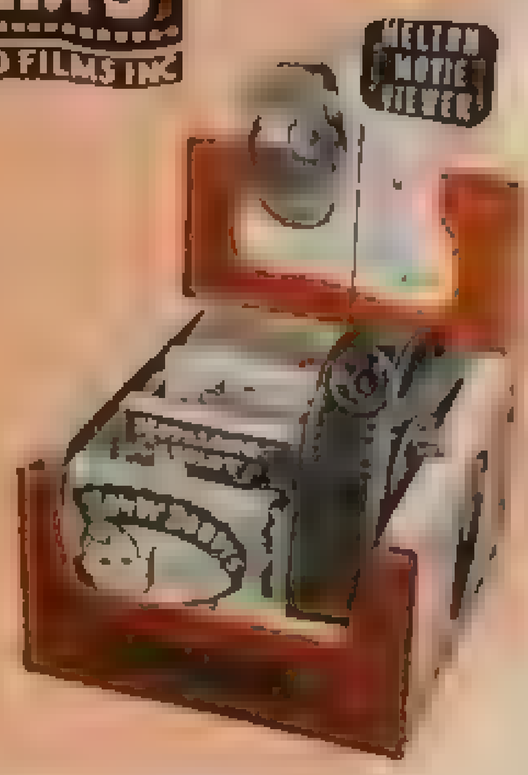

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with A	"Howdy Doody's Christmas"	$5.95
with B	"Howdy Doody's Christmas" and "Hopalong Cassidy"	6.95
with C	"Howdy Doody's Christmas" "Hopalong Cassidy" "Woody Woodpecker" Cartoon	7.95

Discounts Less than 72 units—40%, ½ Gross units—40/10
Combination may be assorted

Use Handy Order Form On Other Side

DISTRIBUTOR INQUIRIES INVITED

FIRST CLASS
PERMIT No 6733
Sec. 349, P. L. & R.
NEW YORK N. Y.

BUSINESS REPLY CARD
No postage stamp necessary if mailed in the United States

3c POSTAGE WILL BE PAID BY—

UNITED WORLD FILMS, INC.
Producers of CASTLE FILMS
1445 PARK AVENUE
DEPT. 1 NEW YORK 29, N. Y.

MILLIONS OF

TOY PROJECTOR OWNERS

16 mm AND 8 mm

demand their favorite movie characters in

Nationally Advertised

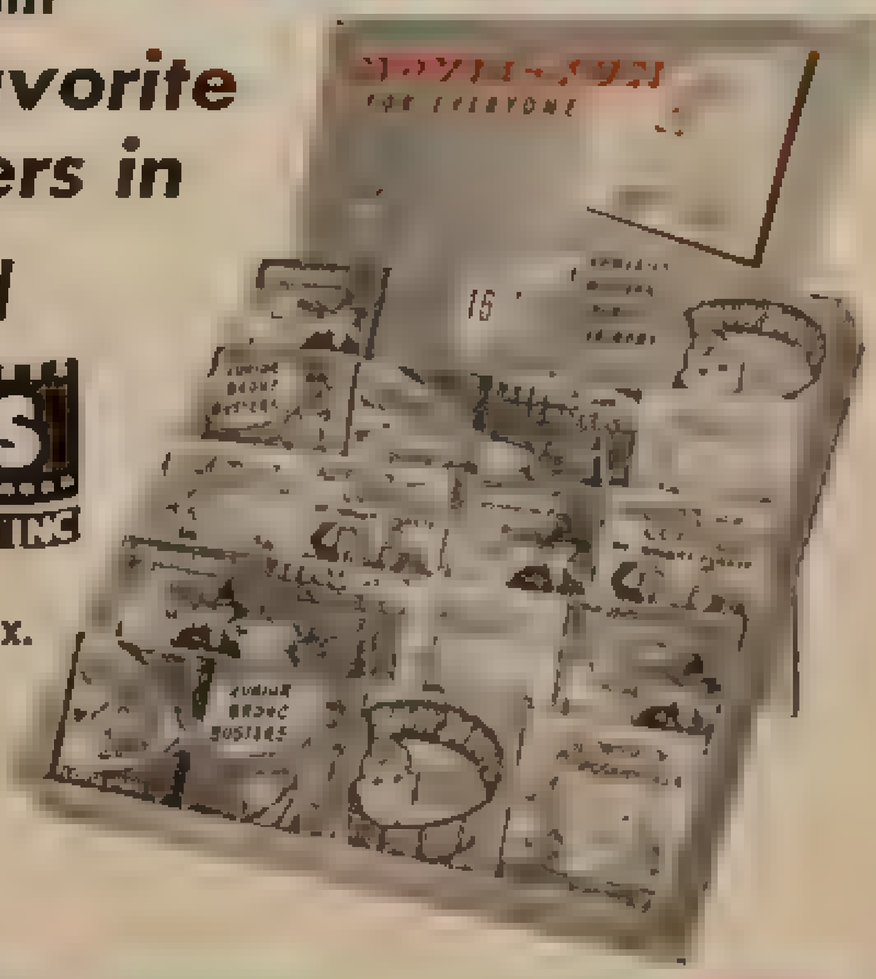
CASTLE FILMS

PRODUCED BY UNITED WORLD FILMS INC

HOWDY DOODY

HOPALONG CASSIDY

ABBOTT AND COSTELLO



Packed in attractive counter display box. Each film in a colorful carton—featuring exciting titles—big stars!

(Display is 15" x 15½" x 2¼" deep. Stands 22" high, when opened.)

SPECIAL HOLIDAY ASSORTMENTS FOR TOY PROJECTORS

TOY ASSORTMENT NO. 1		16mm Amount	8mm Amount
Comedies	High Flyers	2	3
	No Indians, Please	2	3
Animals	Bronco Busters	2	2
	Carnival at the Zoo	2	2
Westerns	Prairie Vengeance	2	3
	Danger Trail	2	2
Cartoons	The Giant Killer	2	3
	Fair Weather Fiends	2	3
Holiday	Howdy Doody's Christmas	2	3
		18	24
	Retail Value	$36.10	[illegible]
	Your Cost	$31.50	$27.60

TOY ASSORTMENT NO. 2		16mm Amount	8mm Amount
Comedies	Riot on Ice	2	3
Animals	Wild Horse—Little Brave	2	3
	Circus at the Zoo	2	3
Westerns	Border Justice	2	3
	Prairie Pirates	2	2
Cartoons	Keeper of the Lions	2	3
	Solid Ivory	2	3
Holiday	The Night Before Christmas	2	2
	Merry Christmas	2	2
		18	24
	Retail Value	$53.10	$46.80
	Your Cost	$31.50	$27.60

Unit Retail Prices 16mm—$2.95 8mm—$1.95

Detach and Mail NOW

UNITED WORLD FILMS, INC. Producers of CASTLE FILMS
1445 Park Avenue, New York 29, N. Y.

Please ship the following

MELTON MOVIE VIEWER IN DISPLAY CARTON with ASSORTMENT INDICATED:
(See Discounts on Front Page)

Indicate Quantity

A	B	C
$5.95	$6.95	$7.95

TOY PROJECTOR FILM ASSORTMENTS INDICATED

	16mm Retail $2.95 ea. 18 Films $36.10 Quantity	8mm Retail $1.95 ea. 24 Films $46.80 Quantity
Assortment No. 1		
Assortment No. 2		

Store

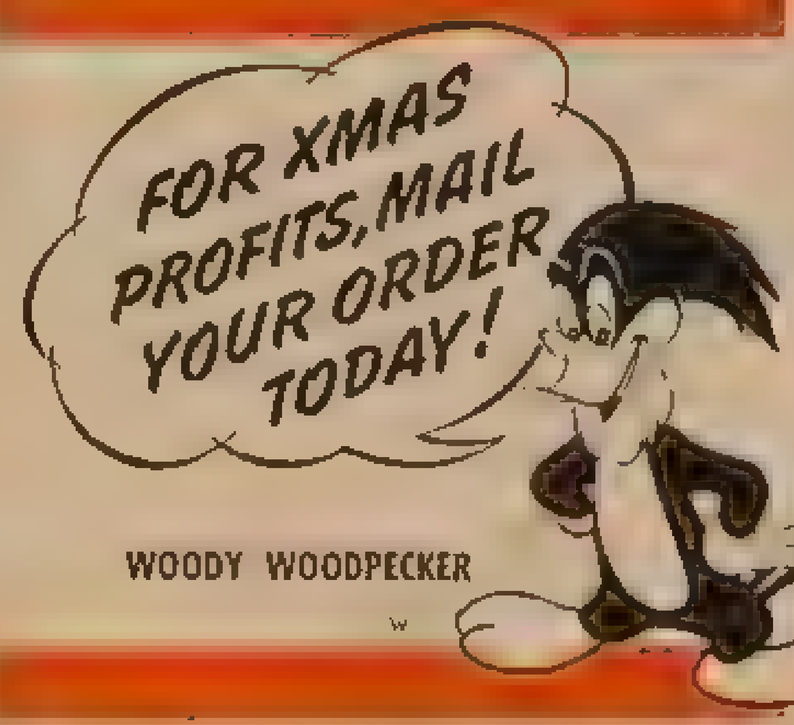
Address

City Zone State

Buyer Order No

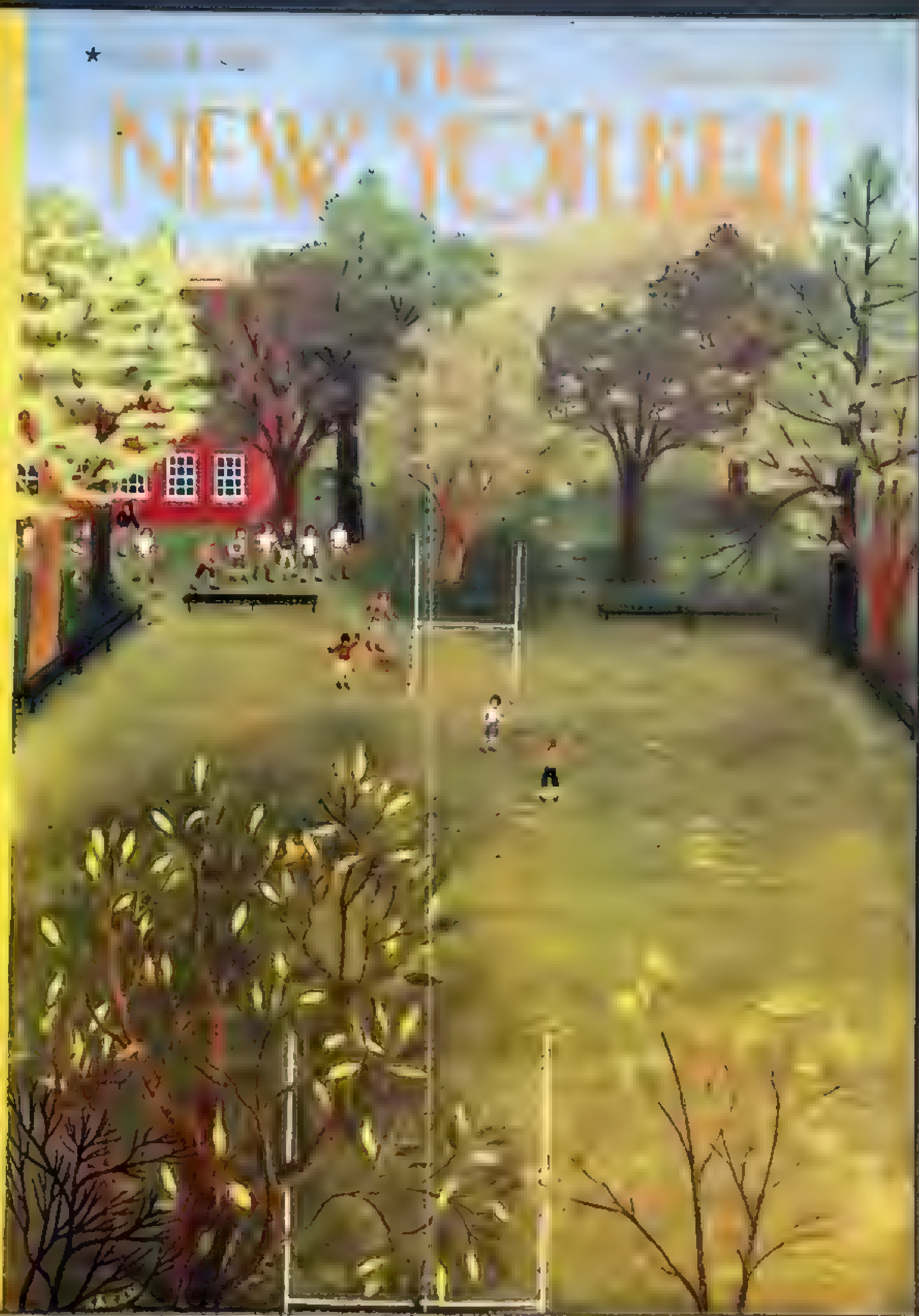
References

SHIP C.O.D. ☐ REMITTANCE ENCLOSED ☐ CHARGE OUR ACCT. ☐



WOODY WOODPECKER

DISTRIBUTOR INQUIRIES INVITED


THE
NEW ICHINEH

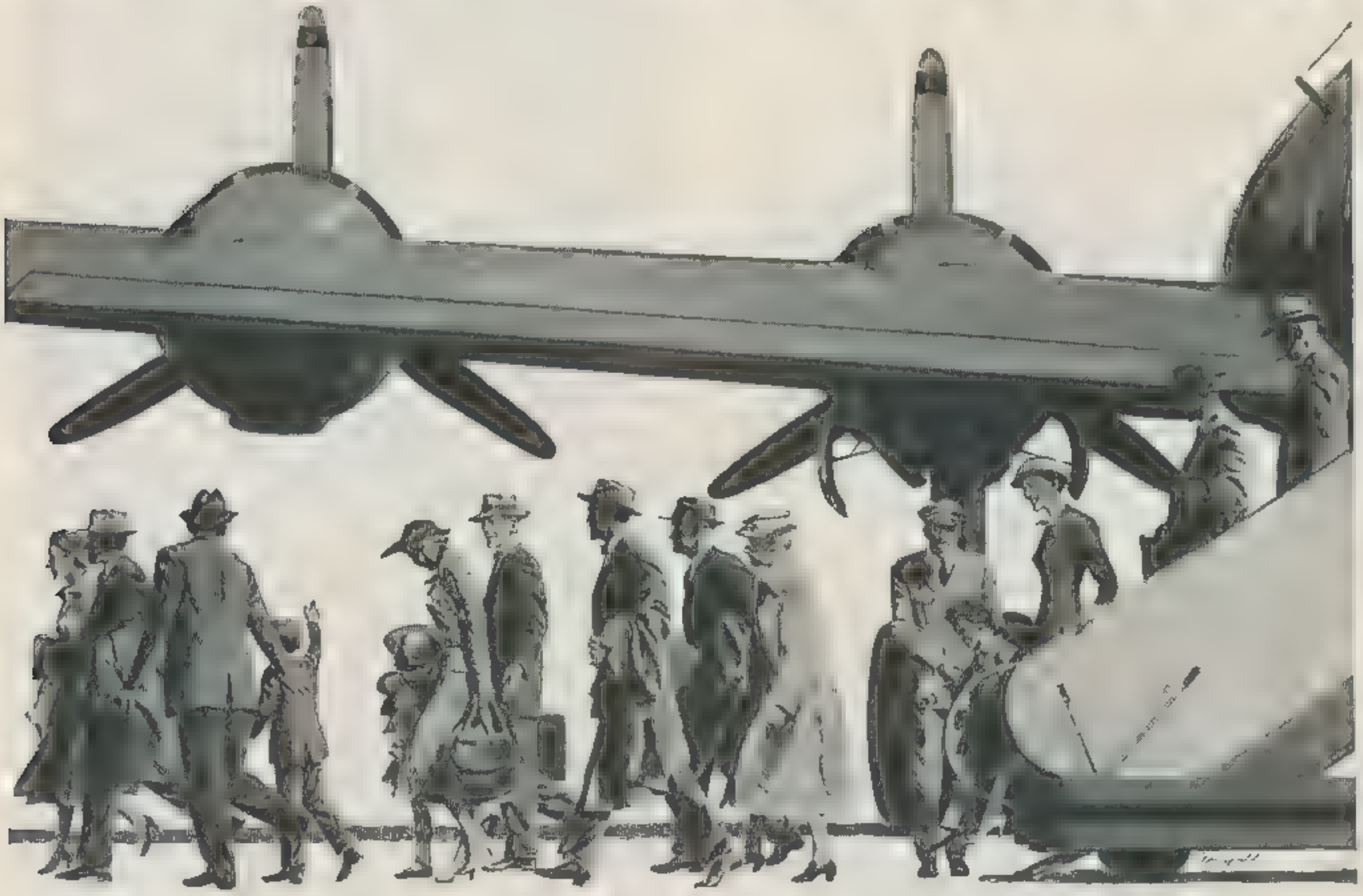
Why did you change to Camels, Patrice Munsel?

Make your own 30-day Camel Test. Smoke only Camels for 30 days and see for yourself why

More People Smoke Camels

than any other cigarette!

America's most popular cigarette—by billions!



When You Fly These Airlines You Fly With

Dependable CHAMPION Spark Plugs!

Being associated with aviation you undoubtedly have come to place a tremendous premium on engine performance and dependability.

You can, therefore, appreciate the significance of the fact that all major scheduled air lines in the U.S., plus most overseas operators, use Champion Spark Plugs—the majority of them exclusively.

As a group, the airlines are unquestionably the world's most exacting buyers of spark plugs.

Since all Champion Spark Plugs are built to one single standard of excellence in quality, value and performance, you may be certain that Champions for your car, your private airplane or boat—as well as for truck and tractor—will assure you top engine performance and dependability.

FOLLOW THE EXPERTS—Insist on Champion Spark Plugs

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

To the 10,000 Operators of
Executive Aircraft...

CHAMPION'S own twin Beech fills a busy year-round schedule.

...Every Major Airline

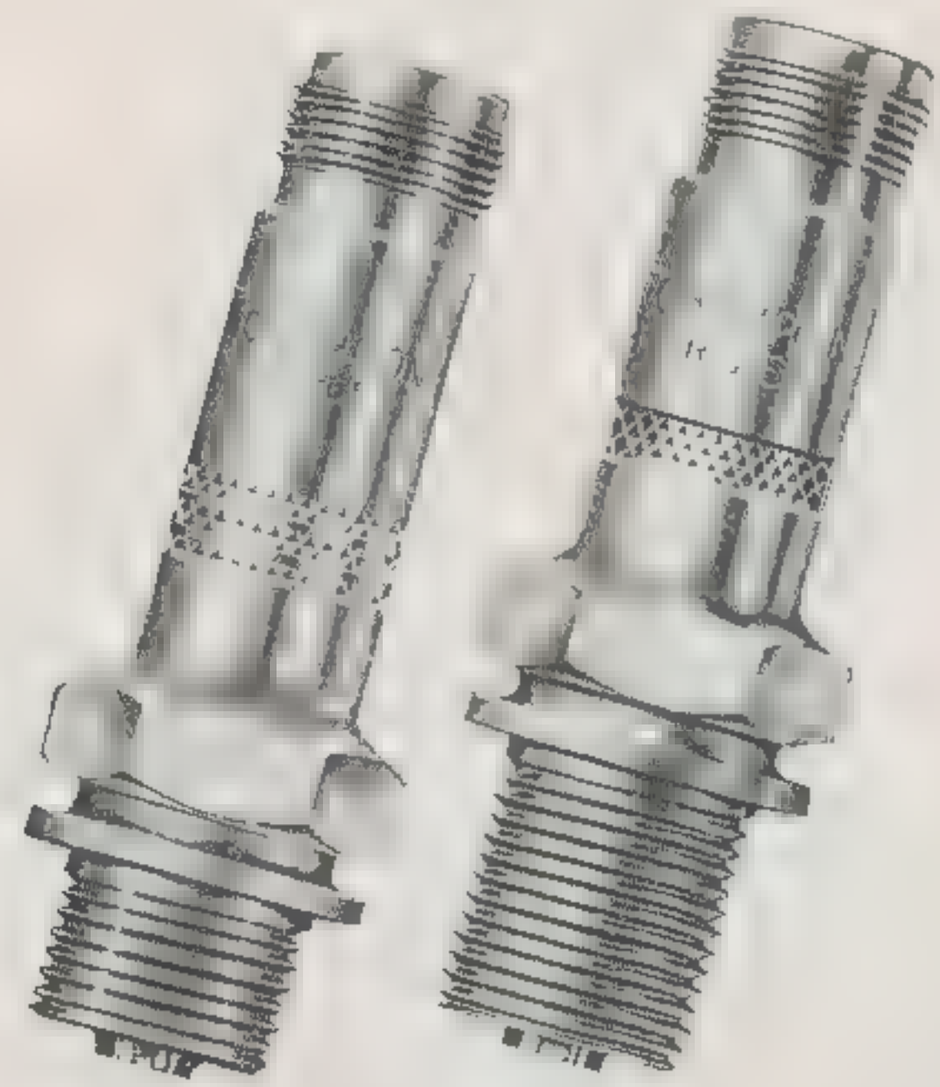
Specifies *Dependable*

CHAMPION

Spark Plugs

for Maximum Dependability

and Long Life



Pratt & Whitney R-985, R-1340 Lycoming GO 435 C2, O-435, O-290 Jacobs R 775 Continental E 185

Pratt & Whitney R-1830, R-2000, R-2800 Series Wright R-1820, R-2600 Series

Executive aircraft now number in excess of 10,000 planes, including 1500 multi-engined craft.

Two types of Champion aircraft spark plugs have been outstandingly successful in meeting the requirements of the vast majority of equipment in this category. In addition, Champion produces other types which cover the full range of privately owned and operated aircraft.

They are available through Champion aircraft distributors and dealers throughout the nation, and insure the ultimate in dependability and long life at prices which will keep your spark plug costs down, while giving you maximum efficiency and minimum service requirements. These are facts—not mere statements—substantiated by the detailed records of the airlines which are unquestionably the most exacting spark plug buyers in the world.

The RC26S and R37S-1 are approved for use in other engine models. See your dealer or write for Champion specification chart.

FOLLOW THE EXPERTS

Specify

CHAMPIONS

and fly with confidence

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

A "CLOUDBURST" in this 100-foot water tunnel proves the effectiveness of advanced methods of sealing against moisture, dust and drafts. Bodies move past high-pressure water jets that douse them from every angle. This is typical of the thoroughness with which all Chrysler Corporation cars are built.

A CAR'S BODY TELLS A LOT ABOUT A CAR'S REAL WORTH TO YOU

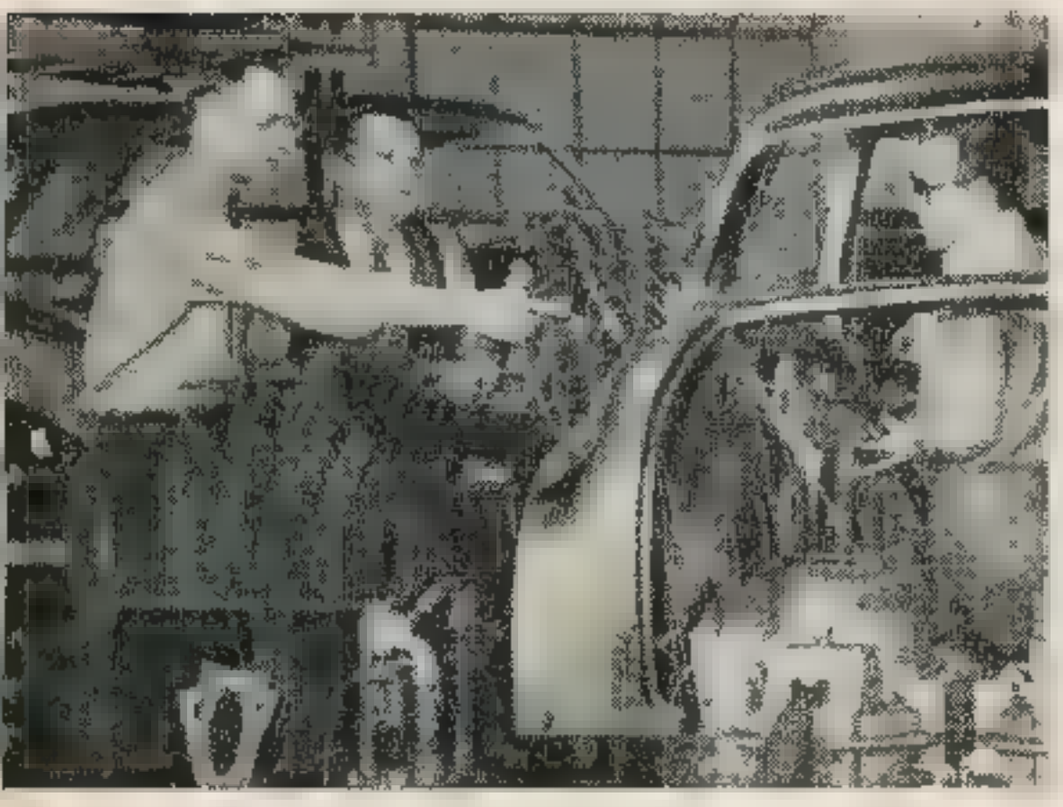
Chrysler Corporation engineers, stylists, and production men work together, so that body and chassis form a perfectly balanced unit — created from the start for your safety, comfort and *driving and handling ease.*

The way a door latches and holds . . . the amount of head and leg room you get . . . the comfort of the seats . . . breadth of vision . . . ease of getting in and out — all these are easily read guides to the worth of any car.

In a Plymouth, Dodge, De Soto or Chrysler, you get a superior body — and a superior chassis — engineered to give you the greatest worth for your money. You can prove this for yourself just by calling your nearby dealer and driving one of these great cars.

CHRYSLER CORPORATION engineers and builds PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS & DODGE TRUCKS

Chrysler Marine & Industrial Engines • **Oilite** Powdered Metal Products • **Mopar** Parts & Accessories
Airtemp Heating, Air Conditioning, Refrigeration • **Cycleweld** Cement Products



CHRYSLER CORPORATION ENGINEERS follow through each step in body construction. Here an engineer studies the double welding of a Dodge body, one of the many things that mean safer and quieter cars for you.

THE NEW C-200. Advanced body designs are created to learn practical applications of new concepts of style, comfort, fabrics and fittings, performance and safety. The Chrysler C-200 is the prototype of a dramatic new convertible.

CASH IN ON

Amsco

Terrific Xmas Promotion!

Check your stock now!

Display, Advertising, Complete Xmas Stocks

Item	Cat. No.	Retail Price	On Hand	Open to Buy
DOLL-E BASSINETTE	323	1.00*		
DOLL-E NURSER	324	1.98*		
DOLL-E FEEDER	326	2.98*		
DOLL-E [illegible]	343	1.98*		
KIDD-E NURSE	394N	1.98*		
KIDD-E DOCTOR	394D	1.98*		
DOLL-E HIGH CHAIR	300	1.69*		
DOLL-E HIGH CHAIR	302	2.98*		
DOLL-E HIGH CHAIR	304	3.98*		
DOLL-E BED	311	1.98*		
DOLL-E BED with MATTRESS	311M	2.98*		
DOLL-E YOUTHBED	3 2Y	3.49*		
DOLL-E YOUTHBED with MATTRESS	3 2YM	4.98*		
DOLL-E CRIB	313	7.49*		
DOLL-E CRIB with MATTRESS	313M	8.98*		
DOLL-E CRIB	3 5	8.49*		
DOLL-E CRIB with MATTRESS	3 5M	9.98*		
DOLL-E BUNKBEDS	355	9.95*		
DOLL-E BUNKBEDS with MATTRESS	355M	12.98*		
DOLL-E CRADLE	374	8.49*		
DOLL-E CRADLE with MATTRESS	374M	9.98*		
DOLL-E BATH	321	3.98		
DOLL-E BATH	322	4.98*		
KIDD-E BARBER	366	2.98*		

EVERY MAJOR TOY DISTRIBUTOR IN AMERICA PROMOTES THE AMSCO LINE

AMERICAN METAL SPECIALTIES CORP
HATBORO PA

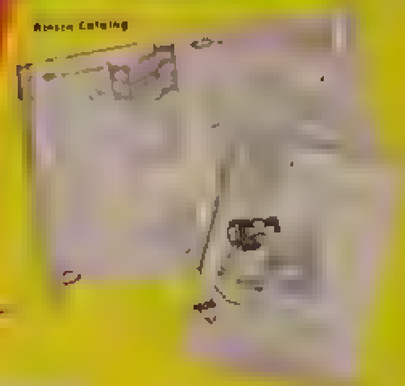
Please send me the following FREE material

] AMSCO's full-color catalog of DOLL-E TOYS
AMSCO's Xmas window and counter display material
AMSCO's Cut and Mat Service book

Please ship and bill the items listed above under "Open to Buy"

STORE NAME
ADDRESS
CITY STATE
BUYER'S NAME
MY DOLL-E TOY DISTRIBUTOR IS

Amsco Catalog



Amsco Cut and Mat Service

CHECK THESE IMPORTANT DATES!

AMSCO's big advertising campaign will appear in:

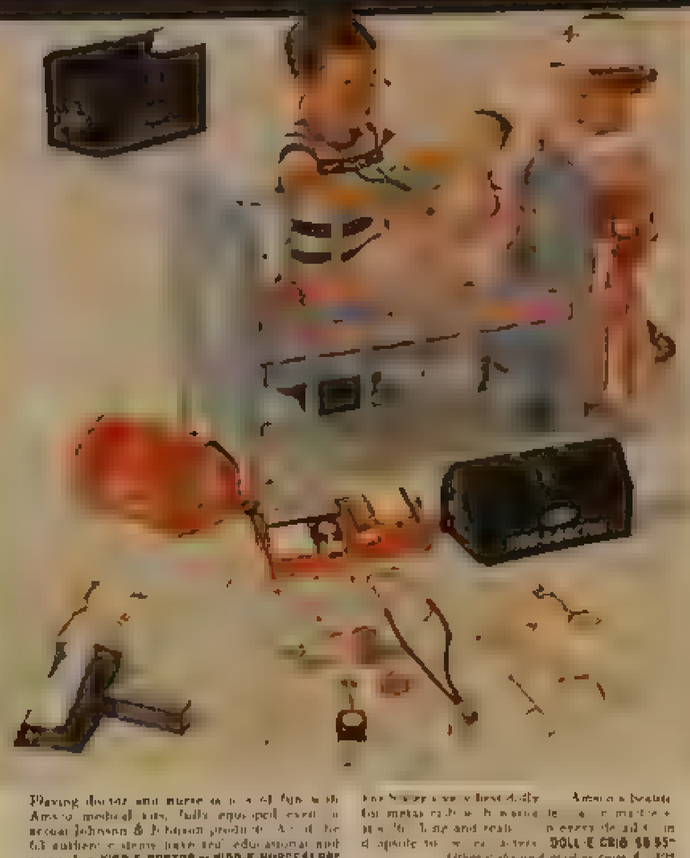
LIFE—Nov. 17th and Nov. 24th
PARENTS'—Dec. issue, on sale Nov. 25th
SUNDAY COMICS—November 23rd

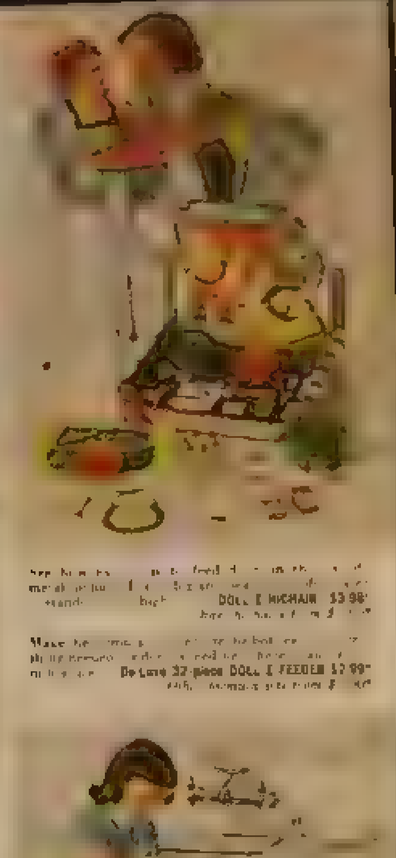
AMERICAN METAL SPECIALTIES CORPORATION

Hatboro, Penna

Showrooms
200 Fifth Ave., New York
Merchandise Mart, Chicago

Factories:
Hatboro and Pennsdel, Penna





Playing doctor and nurse is a lot of fun with Amsco medical sets, fully equipped even to accept Johnson & Johnson products. And the kit authentic items have real educational and play value. KIDD-E DOCTOR or KIDD-E NURSE $1.98*

Amsco is leader for metal cribs. [illegible] DOLL-E CRIB $8.95*

Where sold and retailed from $ [illegible]*

DOLL-E HIGHCHAIR $3.98*

De Luxe 32-piece DOLL-E FEEDER $2.98*

they love to play "grown up" with

DOLL-E-TOYS

DURABLE • EDUCATIONAL

At Leading Toy Counters Coast-to-Coast

American Metal Specialties Corporation, Hatboro, Penna

[illegible] DOLL-E BUNKBEDS $12.95* Where sold from $ [illegible]*

[illegible] DOLL-E BATH $4.98* Are sold from $ [illegible]*

[illegible] DOLL-E DOG-HA $1.98*

*Prices have slightly in some markets

AS SEEN BY YOUR CUSTOMERS IN LIFE AND PARENTS'
AMERICAN METAL SPECIALTIES CORPORATION • HATBORO, PA

Amsco builds sales for DOLL-E-TOYS
with NATIONAL ADVERTISING in LIFE and
Parents' ...plus LOCAL ADVERTISING in
YOUR AREA with full-color SUNDAY COMICS!
Be [illegible] before [illegible] powerful campaign [illegible] of your customers in LIFE PARENTS [illegible] and [illegible] eye catching SUNDAY COMICS [illegible] newspaper [illegible]
[illegible] now [illegible]
[illegible] now [illegible]
• Counter cards! Window display materials!
• Cut and Mat Service books! Radio announcements!
• Full-color proofs of all ads!
[illegible] now on how you can [illegible] with this great promotion for the biggest sales [illegible]
* [illegible]

You'll get BIGGER profits . . . make FASTER sales with AMSCO's free WINDOW and COUNTER display material!

For best sales results, start planning your AMSCO window and counter displays before November 17. You'll get six full weeks at increased profits as your displays pull customers and clinch the sales started by AMSCO's national and local advertising.

Send for AMSCO's free window and counter display material including illustrations suggesting how materials may be used!

• Ribbons
• Full-color Blowups of Ads
• Full-Color Fatal-back Display Cards
• Advertised in LIFE Stickers Streamers

This AMSCO window pulled customers [illegible] for Wakeman [illegible] will attract them this year.

Susie and Billy are in Love WITH THEIR NEW PLAY-TESTED Amsco DOLL-E-TOYS!

PEACE, IT'S WONDERFUL! THE KIDS PLAY SO NICELY SINCE SANTA BROUGHT Amsco DOLL-E-TOYS!

DOLLY'S CRYING HURRY, SUSIE GET THE FORMULA YOU MADE WITH YOUR NEW DOLL-E-NURSER

I'M READY! LIFT THE TRAY AND GET HER OUT OF HER DOLL-E-HICHAIR, AND DON'T DROP HER.

YOU'RE THE DADDY YOU DRY! MY DOLL-E-DoDISH THINGS ARE JUST LIKE MOMMY'S SEE THE LITTLE DISHPAN AND THE DISHRACK?

HOLD STILL NOW. AFTER ALL, IT ISN'T EVERY LITTLE DOLLY THAT HAS HER OWN DOLL-E-BATH WITH REAL SOAP, BATH BRUSH AND EVERYTHING!

CALLING DOCTOR BILLY! DOLLY'S HURT BAD GET ALL THE THINGS OUT OF YOUR KIDD-E-DOCTOR KIT, WHILE I TUCK HER IN HER NICE BIG DOLL-E-CRIB

"ROCK-A-BYE BABY" IN YOUR BEAUTIFUL DOLL-E-CRADLE MAYBE IF YOU TAKE A NICE NAP, DOCTOR BILLY WILL PLAY WITH US AGAIN TOMORROW

DOLL-E-TOYS by Amsco at Toy Counters Everywhere

$2 pc. DOLL-E-FEEDER contains everything for feeding dolly including [illegible] bottles, funnel, feeding dish and spoon, even a dolly bib, apron etc. $2.98

DOLL-E-DoDISH with everything just like mommy's including kid size dishpan dishrack, sink strainer filled boxes of Ajax, Vel Brillo, a Cadie Cloth etc. $1.98*

[illegible] KIDD-E-DOCTOR kit [illegible] pieces including real Johnson & Johnson products. There's a matching KIDD-E-NURSE kit for Susie too. Each $1.98*

AMERICAN METAL SPECIALTIES CORP
HATBORO, PENNSYLVANIA

SEND FOR YOUR TOY DOLL-E-CLOCK! Hang Clock on wall, move dial hands to show hours for Dolly's feeding, bathing etc. Learn to tell time too. Send 10c in coin to cover postage and handling.

DEPT. C, AMSCO HATBORO, PENNA.
Please send my DOLL-E-CLOCK to:
NAME
ADDRESS
CITY STATE
PLEASE PRINT ☐ Enclosed is 10c

DOLL-E-CRIBS from $7.49*
DOLL-E-HICHAIRS from $1.69*
DOLL-E-CRADLES from $8.49*
DOLL-E-BATHS from $3.98

Check this List

[illegible] every [illegible] LIFE and PARENTS [illegible] your [illegible] double [illegible] extra sales. Send for AMSCO's Cut and Mat Service Book!

CITY	NEWSPAPER	CIRCULATION
[illegible]	[illegible]	[illegible]

To talk "plane language" by electronics

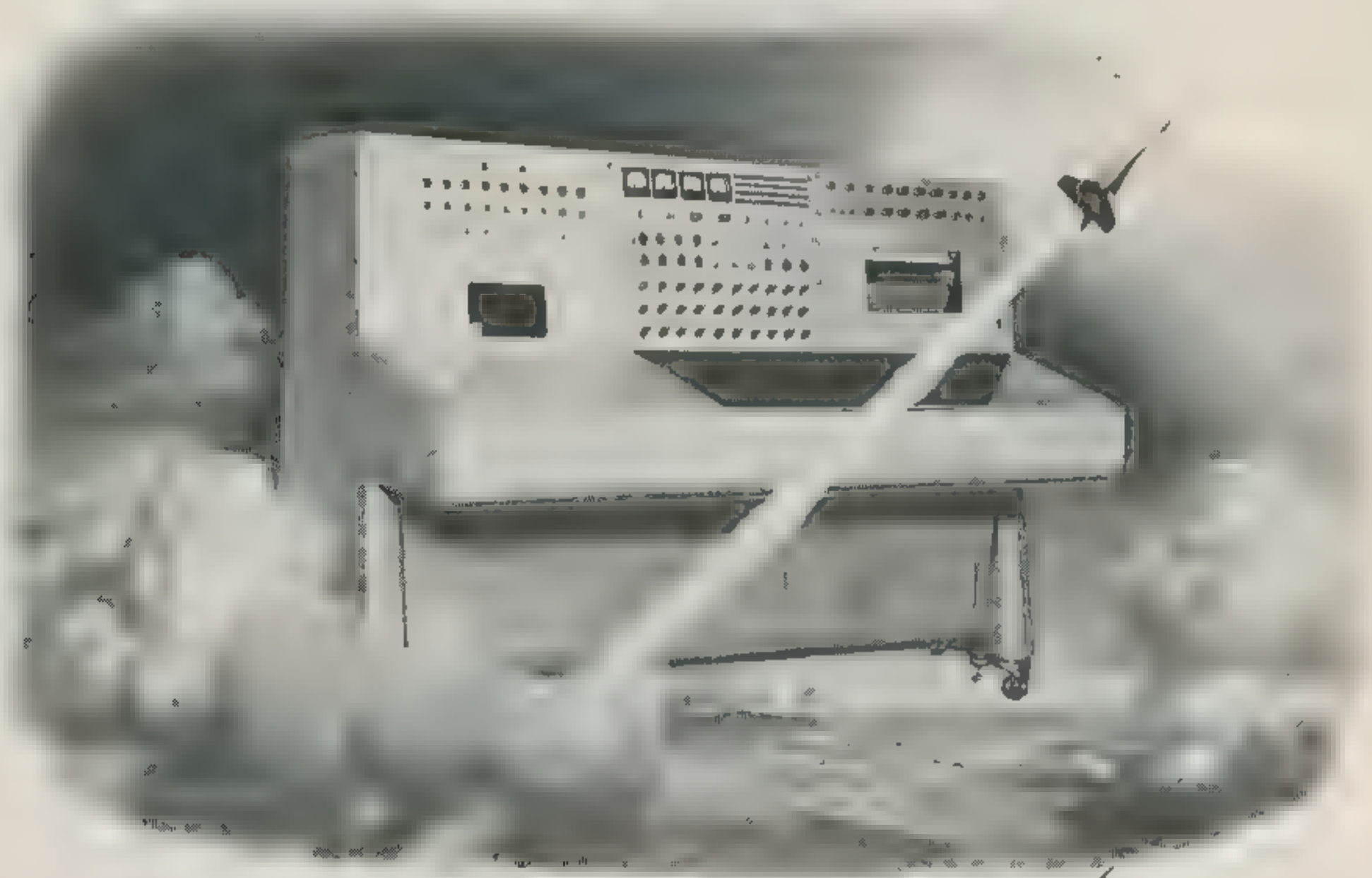
faster and more accurately

—new Douglas Aircraft Computers

So complex have modern planes become that thousands of hours go into their design. One mathematical problem might take weeks to solve.

To shorten these steps, Douglas has developed automatic computers, analyzers, and measuring devices which work out problems *faster than an engineer can write them down*—codagraphs, iconologs, digital converters. Some take data transmitted electronically, while a plane is in flight, and solve it before the pilot lands—others work with guided missiles. But *all* are designed to simplify engineering problems, and can be used in any industry.

Development of these electronic devices is further proof of Douglas leadership, helps Douglas produce planes in quantity—*to fly further and faster with a bigger payload.*



PRODUCTION FOR FREEDOM
Week of September 7-13

Depend on *DOUGLAS* **First in Aviation**

On Head-End Cars

Their performance in head-end cars is a good, practical illustration of the dependability and trouble-free characteristics of EDISON Nickel-Iron-Alkaline Storage Batteries.

Head-end cars are subject to more off-line operation than other passenger-train cars, with the result that the batteries receive less regular maintenance. Yet EDISON batteries, as a general average, give the same long, trouble-free life in such cars as in cars regularly assigned to the same runs.

Among their numerous trouble-free characteristics is the fact that, after a period of discharge, no injury will result if EDISON batteries are not immediately recharged, as, for example, in an express car making an off-line delivery followed by a few days' layover. In such a case, the battery usually supplies lamp loads during the unloading operation and may not be recharged until after the layover. Such a stand will not injure an EDISON battery whether it has been partially discharged, fully discharged or overdischarged.

Freedom from trouble under practical operating conditions not only makes for ease of maintenance but also contributes to long life and overall economy of operation. Edison Storage Battery Division of Thomas A. Edison, Incorporated, West Orange, N. J. Thomas A. Edison of Canada, Limited, Montreal.

You can always rely on

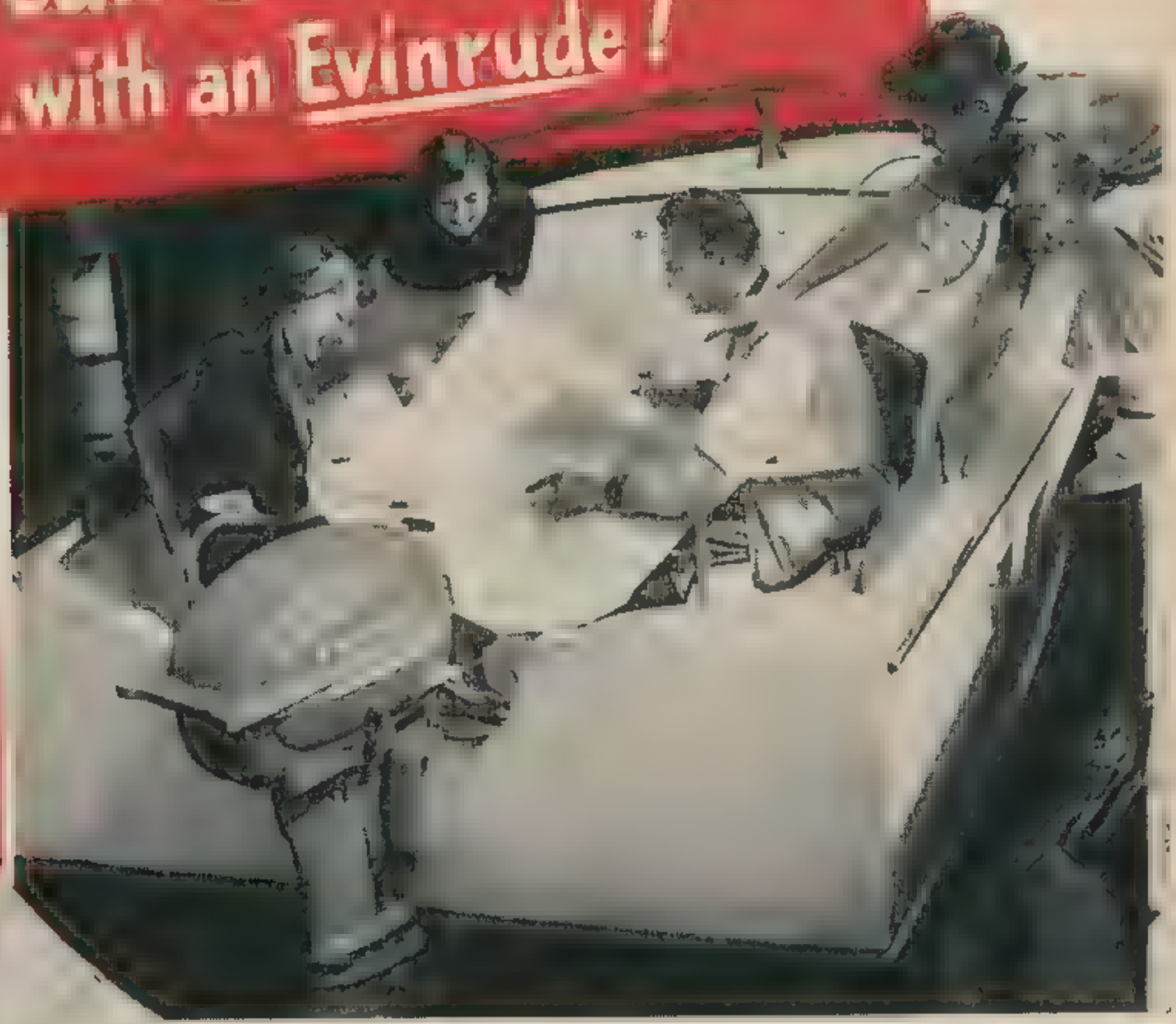
EDISON

Nickel • Iron • Alkaline

STORAGE BATTERIES

LIGHT-WEIGHT BATTERIES FOR LIGHT-WEIGHT CARS

you can GO PLACES ...with an Evinrude!



Fact is, you can wander all over the chart... with speed, comfort, minimum cost...in a snug and able cruiser *powered by Big Twin!* Furthermore, you can "trailer" your boat *anywhere,* to waters of your choice. Your cruising horizons are *limitless!*

Big Twin is the motor outboard cruising had been waiting for. A motor with abundant power to reel off the knots on substantial cruising hulls. A motor with *Gearshift* for neutral starting and full maneuverability, and engineered for complete remote control. Above all, a motor with *stamina* for trouble-free performance from shove-off to home-again!

In a single season, on coastal and inland waters everywhere, Big Twin has won its place as the motor for practical, low-cost cruising. If you'd like the whole story, see *your Evinrude dealer!* You'll find his name in your phone book under "Outboard Motors." For free catalog of the complete line of Evinrude models, write EVINRUDE MOTORS, 4765 N. 27th St., Milwaukee 16, Wisconsin.

In Canada: Evinrude Motors, Peterborough, Ontario

May 17, 1952

THE NEW YORKER

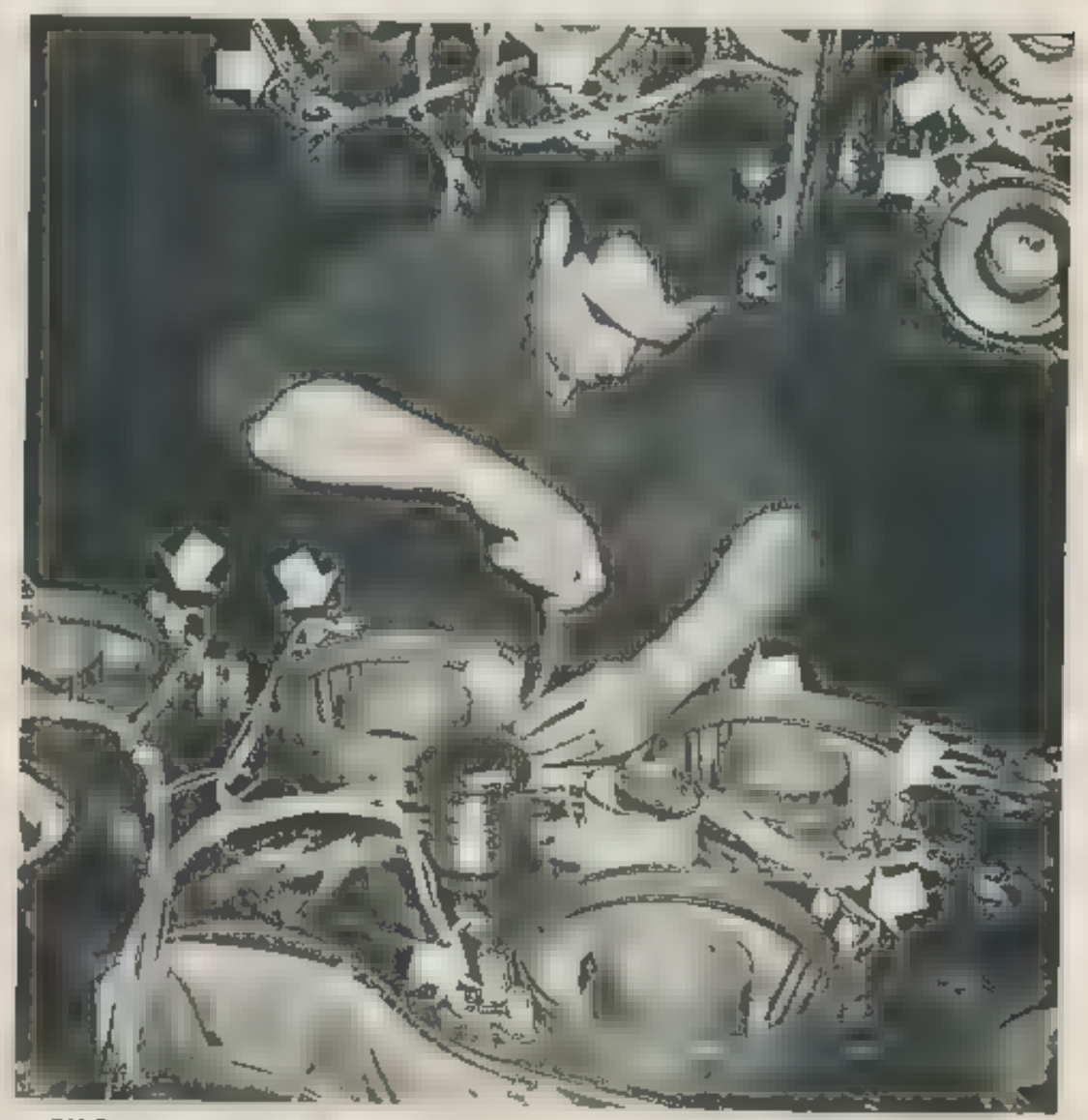
Price 20 cents

Country Gentleman

FEBRUARY, 1952

Fairchild Flying Boxcar Uses 32 Thermoswitch Units

IN THIS C-119 FAIRCHILD "FLYING BOXCAR," hot air heats the crews' quarters and provides anti-icing protection for wing and tail surfaces. Eight unit heaters produce the hot air which must be maintained at a constant temperature. That job is effectively handled by 32 Fenwal THERMOSWITCH® controls . . . four to each heater



CHOSEN AFTER TESTS of a series of controls, Fenwal THERMOSWITCH units have been used in Flying Boxcars for nearly three years. Fairchild praises their reliable performance, simple design and low cost. These Fenwal temperature control devices are especially developed for applications subject to severe environmental and operational conditions.

QUANTITY PRODUCTION of Fenwal Aircraft Heater Controls as shown in this picture is accomplished by well-trained assemblers who make up this assembly line. Their skill is backed up by rigid quality control methods which include X ray inspection. Adequate and efficient production facilities keep all Fenwal THERMOSWITCH units moving in increasing quantities.

CUTAWAY VIEW of Fenwal THERMOSWITCH control shows enclosed electrical contacts. The temperature-sensitive shell expands or contracts *instantly* with temperature changes, thus making or breaking the contacts. Fenwal units are compact, highly resistant to shock, vibration and extreme temperature conditions. For complete data on these and other Fenwal aircraft controls, write FENWAL, INCORPORATED, 129 Pleasant Street, Ashland, Mass.

Fenwal

THERMOSWITCH

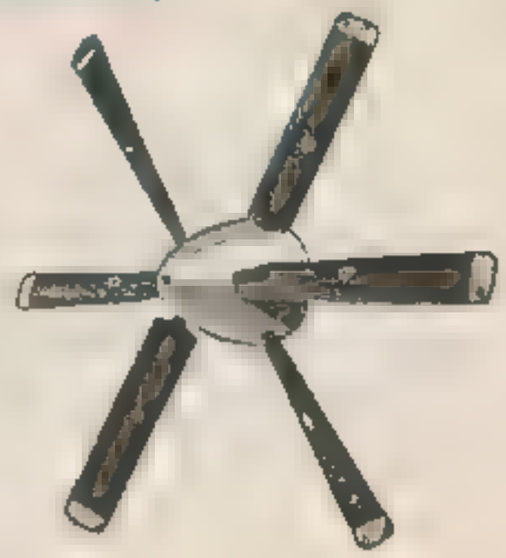
Electric Temperature Control and Detection Devices

SENSITIVE . . . *but only to heat*

The U.S. Navy's newest and mightiest

BATTLESHIP OF THE SKY

another turboprop assignment for AEROPROPS



The Navy's newest turboprop powered airplane, the North American XA2J-1 is equipped with two Aeroproducts dual rotation turbine-propellers. This airplane of undisclosed range and bomb load capacity is one of the Navy's most formidable weapons. And again the Navy has selected Aeroprops for the largest and most powerful carrier-based aircraft in the world today.

These Aeroproducts turbo propellers convert the tremendous horsepower of the two Allison T-40 engines into the thrust which carries this A-bomber to its target.

Aeroproducts engineers—the same men who developed the propellers for this giant Navy plane—are ready to help you with any propeller problem.

Building for today
Designing for tomorrow

AEROPRODUCTS GM

GM GENERAL MOTORS

Aeroproducts

AEROPRODUCTS DIVISION • GENERAL MOTORS CORPORATION • DAYTON, OHIO

THE GREAT FRAGRANCE CLASSICS

Guerlain

Parfumeur maison fondée en 1828

L'HEURE BLEUE, MITSOUKO PERFUMES:
$9, $15, and $27, plus tax

SHALIMAR • FLEUR DE FEU • VOL DE NUIT • LIU

HAFNER

THE OUTSTANDING AMERICAN TOY RAILWAYS SINCE 1907

MECHANICAL

trains

Safety engineered enclosed spring eliminates danger of broken springs. Safety wind up key does not turn when spring unwinds. Key stays attached to engine. Strong heavy gauge steel engine. Special temper steel spring clock mechanism. Quality built throughout. Realistic brass and electric headlight and ringing bell on engines. Patented start stop attachment makes switching and station stops possible for more realistic performance. Authentic reproductions of original cars and careful artistic design makes HAFNER the most beautiful mechanical trains on the market. Banked track used by HAFNER since 1914 makes possible the use of the fastest toy engine on all curves and makes jumping of train. The largest track layouts for your money. Patented switches and crossover devices available.

IN TRAINS.
It's "HAFNER" Since 1907
IN QUALITY TOYS for Girls and Boys
It's "WYANDOTTE" Since 1920

Wyandotte Toys are GOOD and SAFE

AND SELL ON SIGHT

Wyandotte Toys

- STEEL TOYS
- SCALE MODEL TOYS
- MECHANICAL TOYS
- GAMES
- PLASTIC TOYS
- PLAY RIFLES and PISTOLS
- WATER PISTOLS
- CAP PISTOLS
- MECHANICAL TRAINS
- HOPALONG CASSIDY HOLSTER SETS
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Interlocking Services mean more money—more sales for you—because at HALSAM every part of the business is under one management . . . from the conception of the idea to the finished toys, delivered to you in volume and on time

Over Thirty-Five Years of know-how have made the HALSAM organization a smooth running winning team who closely coordinate the designing manufacturing, warehousing, selling and distributing of HALSAM quality toys.

PLANT NO. 1 houses the HALSAM main offices and the majority of its woodworking equipment for making Checkers, Dominoes, Blocks, etc Here the latest and most advanced ideas in toy design are developed in the experimental department and then manufactured by completely automatic, almost human, machines. These machines are exclusive HALSAM products, specifically built to make fine toys at high production and low cost, and to enable you to increase your volume of sales and your profits.

PLANT NO. 2 is the plastics headquarters where the latest and finest machines produce American Plastic Bricks, Checkers and Dominoes. It also contains the equipment for making the original American Hewn Logs. In addition, Plant No. 2 provides ample space for assembly lines, packaging and shipping

THE WAREHOUSE gives invaluable service to HALSAM customers. Its generous storage capacity permits full speed, year around production . . . assuring you prompt delivery of HALSAM toys even at peak sales periods . . . This is how HALSAM interlocking services benefit you.

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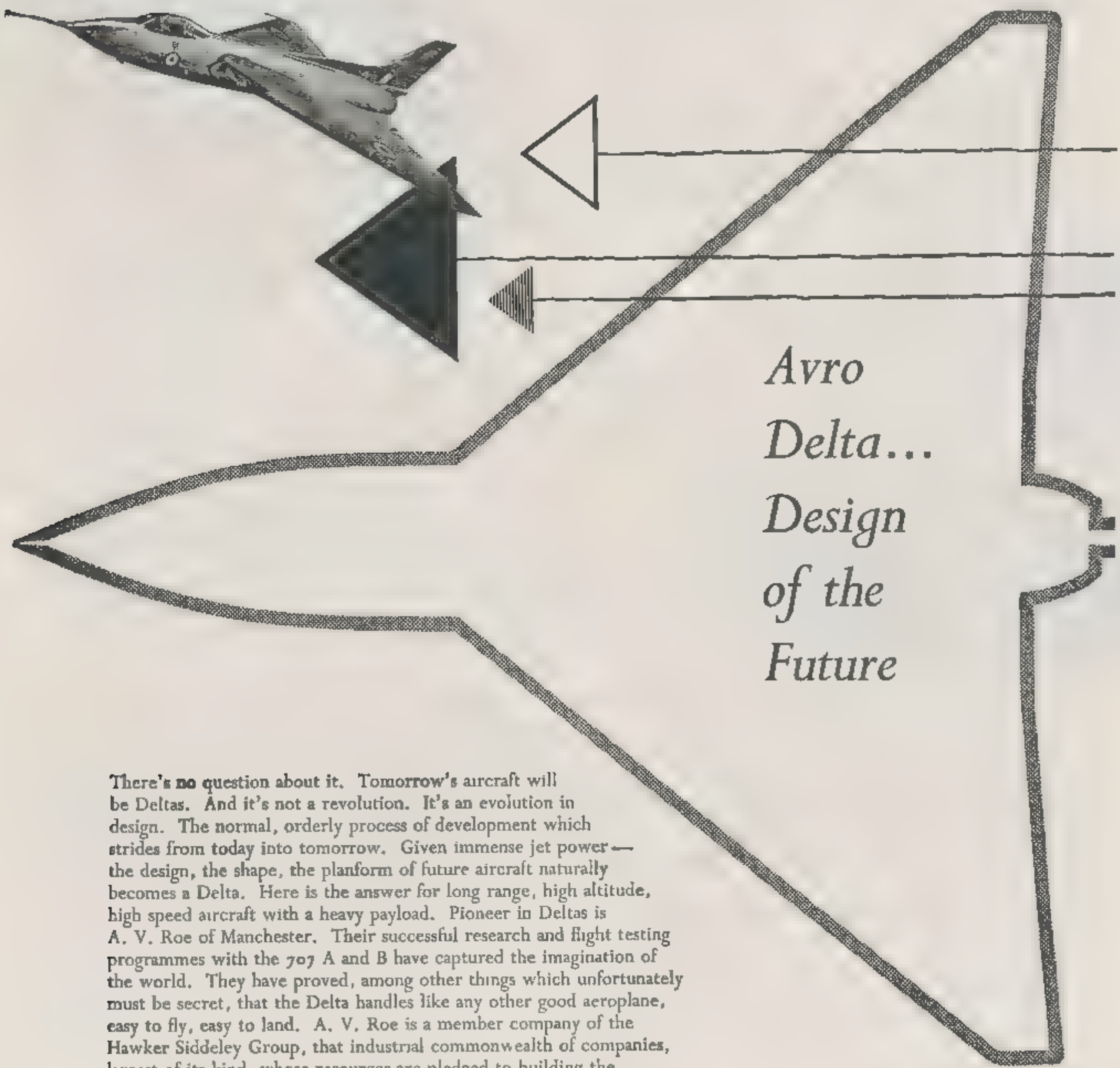
In Defence of the Realm

NUMBER 1 IN A SERIES



There's **no** question about it. Tomorrow's aircraft will be Deltas. And it's not a revolution. It's an evolution in design. The normal, orderly process of development which strides from today into tomorrow. Given immense jet power — the design, the shape, the planform of future aircraft naturally becomes a Delta. Here is the answer for long range, high altitude, high speed aircraft with a heavy payload. Pioneer in Deltas is A. V. Roe of Manchester. Their successful research and flight testing programmes with the 707 A and B have captured the imagination of the world. They have proved, among other things which unfortunately must be secret, that the Delta handles like any other good aeroplane, easy to fly, easy to land. A. V. Roe is a member company of the Hawker Siddeley Group, that industrial commonwealth of companies, largest of its kind, whose resources are pledged to building the prosperity and defensive strength of the Free World.

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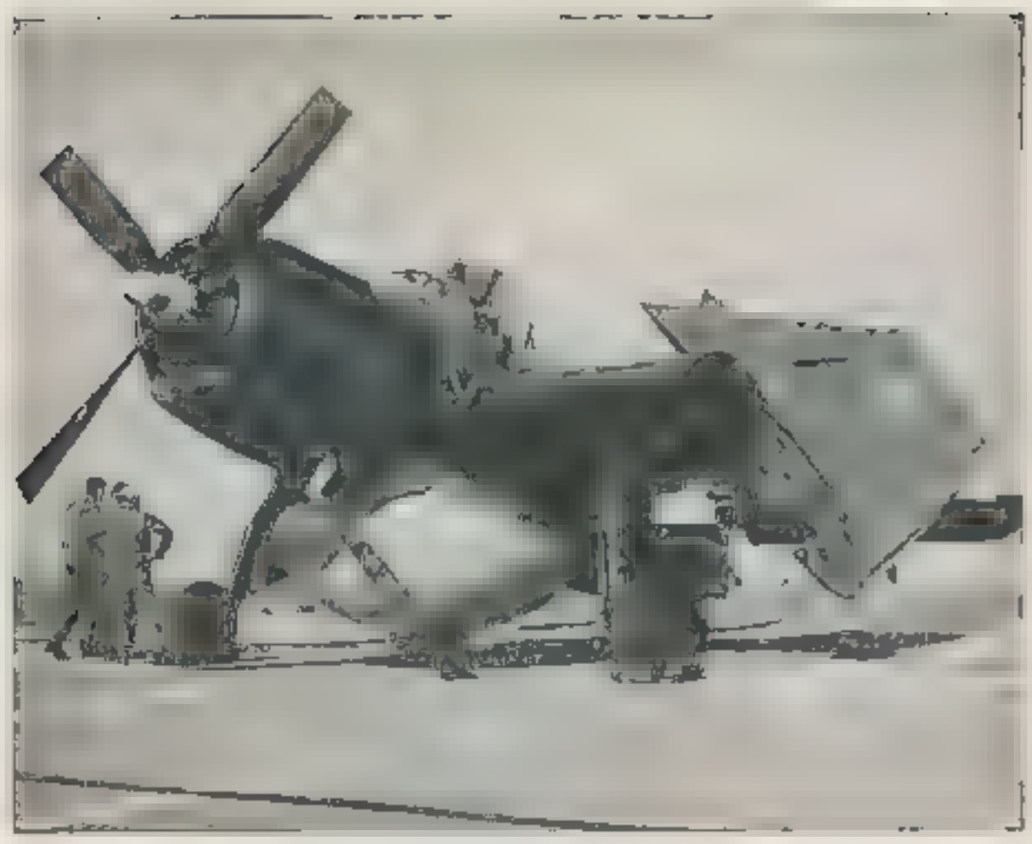
ENGINEERING, AIR SERVICE TRAINING AND HIGH DUTY ALLOYS

"K" Monel

may be the aircraft alloy you're looking for!



THE MAIN FUNCTION of this radar-equipped Grumman AF-2W is to locate submarines. High accuracy of its sensitive electronic devices is insured by constructing many parts of the plane of non-magnetic materials. For high-speed landings on Navy carrier flight decks, the AF-2W relies on a "K" Monel arresting hook. Not only strong and tough — as such a hook must be — the "K" Monel hook is also non-magnetic, does not impair efficiency of the plane's radar equipment.

You might think "K"® Monel was specially alloyed for the aviation industry. For what other metal has so many of the properties required by aircraft engineering:

- **Age-hardenable to high strength and toughness**
- **Highly resistant to corrosion**
- **Non-magnetic**
- **Heat resistant**
- **Resistant to sub-zero cold**
- **Easily welded**

Here's an alloy you can really put to work — a corrosion-resisting wrought alloy of nickel, copper and aluminum. It offers you the excellent corrosion resistance of regular Monel®, together with the added advantages of greater strength and hardness.

Both of these added advantages are vitally necessary, for example, in an arresting hook because it is subject to violent shocks and stresses. But the hook on Grumman's radar-equipped anti-sub plane, the AF-2W shown above, also had to be made of a non-magnetic alloy.

So "K" Monel was a natural choice for the job — as it might well turn out to be for some job of yours that calls for an alloy with a hard-to-find combination of properties.

Suppose we take a quick look at a few of the principal characteristics of "K" Monel:

Age-hardenable, or capable of having its hardness and mechanical properties increased simultaneously as the result of thermal treatment, "K" Monel is equal in strength and toughness to many heat-treated alloy steels. It shows *improved* strength and hardness at sub-zero temperatures with no loss of toughness. And it provides moderate strength at temperatures up to 900°F.

"K" Monel is non-magnetic under ordinary conditions, and remains so down to −150°F. It finds many uses in compasses and sensitive electromagnetic equipment, or where non-magnetic structural members must be placed close to them.

The working characteristics of "K" Monel are excellent, too. It is readily machined in an annealed condition, but in other conditions may be considered commercially machinable at practical (although generally somewhat slower) rates. It can be joined by the usual welding, brazing and soldering processes.

You'll find all essential engineering data on "K" Monel and its more machinable companion alloy, "KR"® Monel, in the 24-page reference manual, "Engineering Properties of 'K' Monel and 'KR' Monel." Write for your copy.

One last — and important — point. "K" Monel, like other nickel alloys, is now on extended delivery because of defense needs. So it is important to include NPA rating and complete end-use information with all orders.

The Magnetic Characteristics of "K" Monel

Condition	Tensile Strength psi.	Permeability at Room Temperature (H=200 Oersteds)	Curie Temperature, °F for Permeability of 1.01	1.02	1.05	1.10
Annealed, quenched, annealed, age-hardened	92,500	1.0011	below −210	below −210		
	131,000	[illegible]	−153	[illegible]	[illegible]	−210
Cold-drawn, 20%	[illegible]	[illegible]	below −210			
Cold-drawn, 20%, age-hardened	186,500	1.0019	−130	−150	−182	−210
Cold-drawn, 50%	151,250	1.0010	below −210			
Cold-drawn, 50%, age-hardened	198,000	1.0019	−130	−150	−182	−210

Bureau of Standards, Washington, D. C., 1941

THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street, New York 5, N. Y.

Nickel INCO Alloys

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THEN we offer a specialized fact-finding service covering complete information on markets, facilities, real estate, and all pertinent details in our territory, to help guide you in your choice. All information is furnished without cost or obligation, and in strictest confidence. We would appreciate your inquiry. Write, wire or phone:

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If you're planning to decentralize, start a factory branch, or locate a new plant anywhere in the "heart of the nation" territory served by the Illinois Terminal, we'll be glad to give you practical assistance in determining the right place. Our information service is equipped to furnish market data and full details regarding labor, materials and supplies, and other vital business factors . . . descriptions and photos of available sites and buildings . . . all without cost or obligation, and in strictest confidence. We would appreciate your inquiry.

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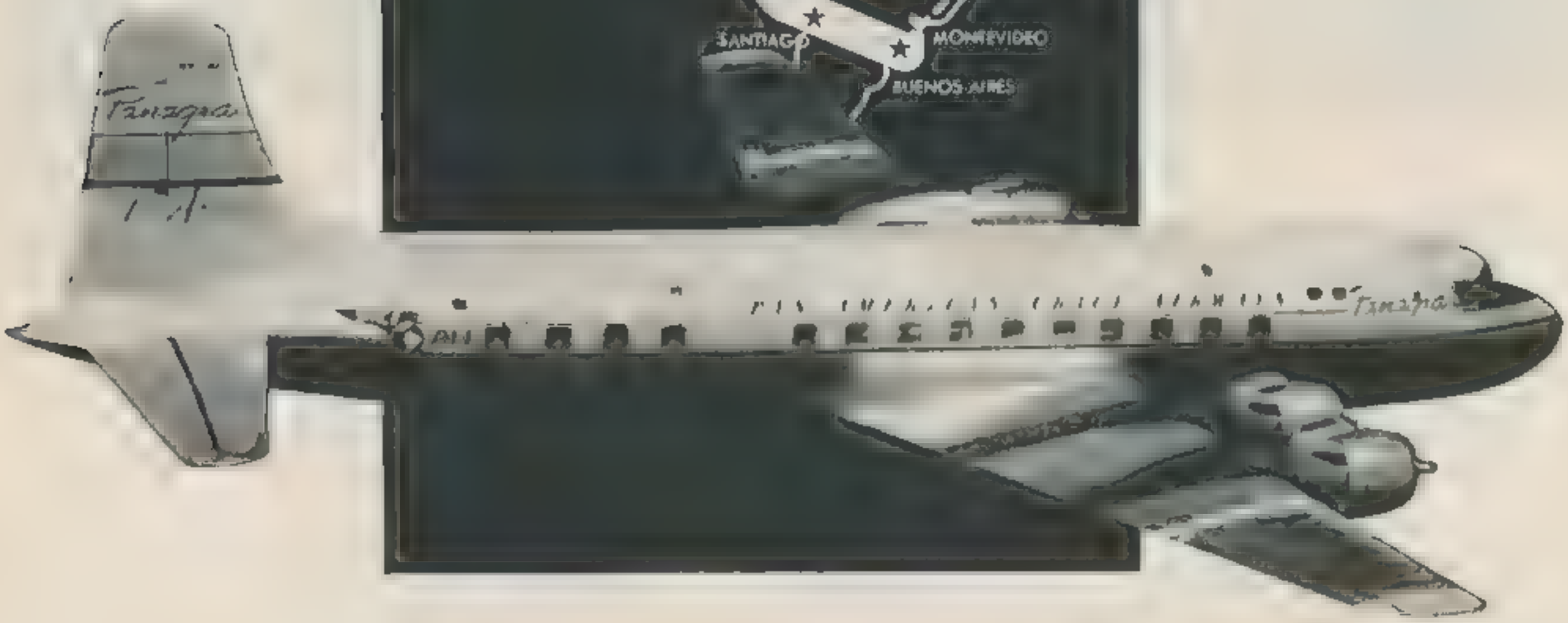
Panagra specifies Janitrol



The friendly atmosphere in Panagra's luxurious DC-6 El InterAmericano is due, in part, to Janitrol heaters. Writes Thomas Kirkland, Panagra's vice-president, operation: "Their outstanding dependability has kept inspection time and replacements to a minimum. The units average 2350 hours of aircraft flight time. As a result Panagra has specified Janitrol heaters as standard equipment on its new DC-6B's." Thanks, Panagra! This outstanding airline is one of a great many who find it good business to specify Janitrol for dependability and economy on all new aircraft . . . For help on heating problems, wherever and whenever you need it, call your Janitrol representative.

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The LEAR Inlet Screen Retracting System was selected for the General Electric J-47 Turbojet Engine — power plant for the aircraft of today and tomorrow. The inlet screen, which prevents debris from entering the jet engine, is electrically opened by LEAR actuators to provide an unobstructed intake.

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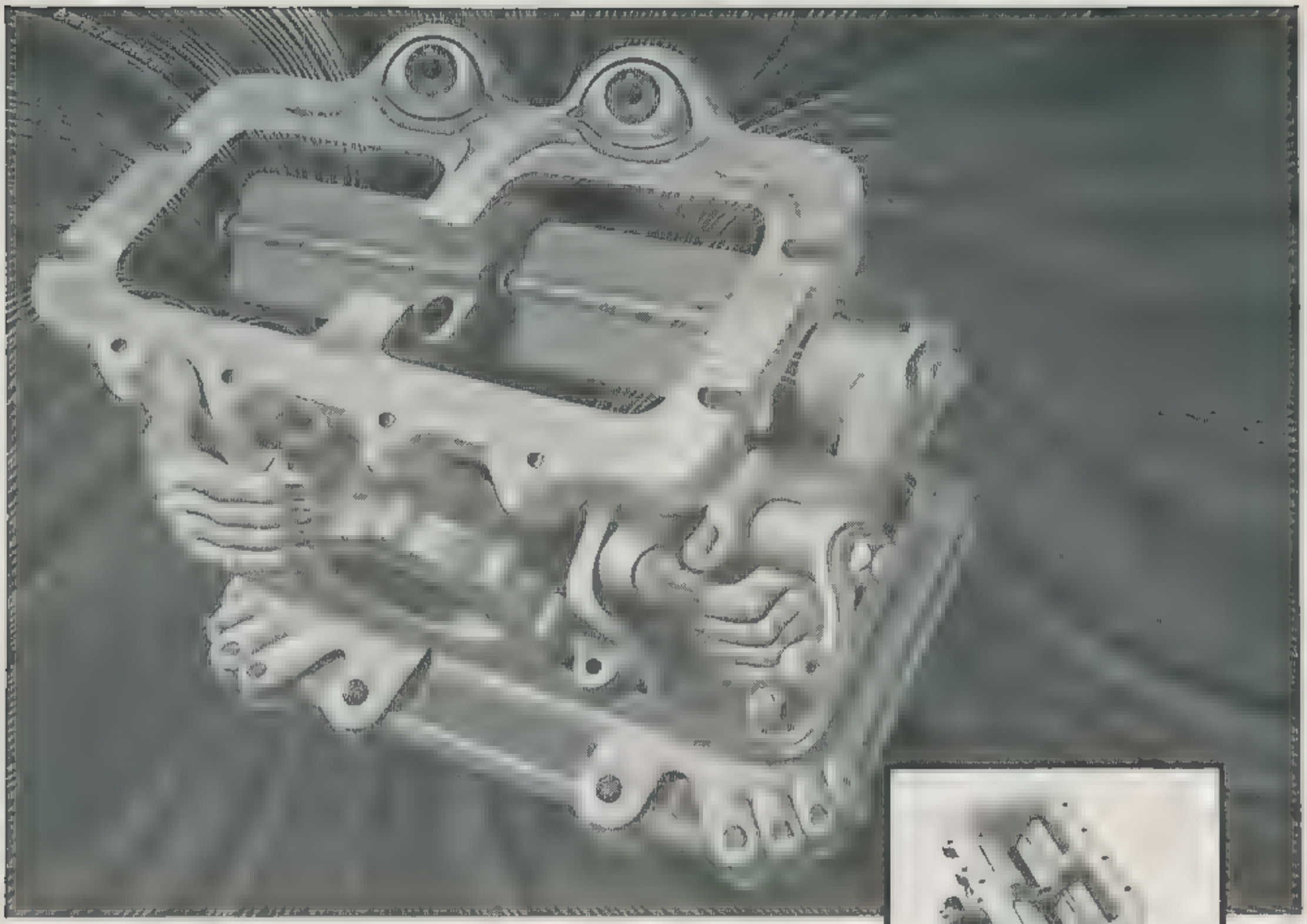

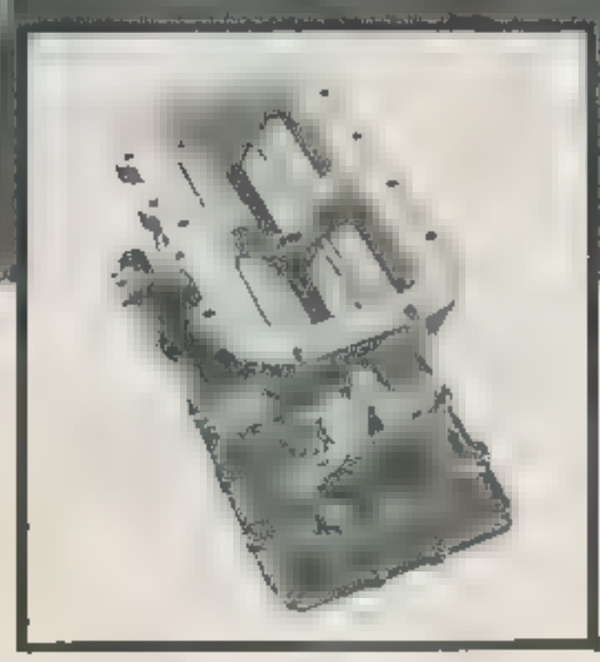

Watch a plane's "lung" take a deep breath

An aircraft engine gulps *15 times* more air than fuel. To control this air flow—adjusting perfectly to frequent changes in speed and altitude—requires a precision-machined "lung" that never leaks, never coughs. Producing a part so precise typifies Lycoming resourcefulness and skill, long famous in the aircraft field—increasingly in demand throughout *all* American industry.

Whether you require precision machining, high-volume production, product development—or air-cooled power for aircraft or ground applications—Lycoming offers extensive facilities and experience.

Whatever your problem—look to Lycoming!

To inhale 30,000 pounds of air every hour, a plane needs good lungs. For a fuel-injection body that "breathes steady," **one of America's leading aviation corporations calls on Lycoming precision production.**

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There's a new "beat" in this eagle's heart

A versatile aircraft engine with reserve power for quick take-offs, military hedge-hopping, more lift! *Geared* for smoother operation; "*opposed*" *design* for practical compactness; *supercharged* for greater power; the only 400-horsepower air-cooled engine being produced! That's the unique power plant now available through Lycoming research and precision production.

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HERE ARE JUST A FEW OF THE THOUSAND AND ONE CONSTRUCTION POSSIBILITIES!

MINIATURE TIMBERS

The structures shown above were all built from Set No. 1 (250 pieces)

These buildings were all built from Set No. 2 (500 pieces)

THE true-to-scale (1/4" to the foot) Timbers pieces will build any type of structure. All that is needed in addition to the basic pieces contained in any of the three sets is a little imagination!

Sufficient roofing material is included with each set to supply a number of roofs of various sizes. It is simple to make additional roofing from heavy cardboard, colored to suit.

Timbers pieces may be glued together for a permanent display, or dismantled to make up an entirely different type of village, farm or town

A FEW BUILDING IDEAS!

Here are a few of the structures that can be built with any Timbers set: Farm house, apartment house, barns, multiple car garages, office buildings, gas stations, churches, silos, water tanks, fences, water troughs, railroad stations, cottages, frontier cabins, barracks buildings, bus stations, schools, forest ranger stations, stores, forts, and many, many more!

This complete village was made from Set No. 3 (800 pieces)

Miniature Timbers have taken the toy industry by storm!

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Land of Vast Resources and Industrial Opportunity

Also important, of course, on the Midwest's long list of resources, is the rich soil of its rolling prairies, as fertile as any on earth, constituting a source of assured agricultural prosperity as the foundation for Community Progress and Industrial Development.

The M. & St. L. Railway, proud to be a vital link in Midwest Transportation, offers efficient freight service, complete in detail, to manufacturers and distributors; and advantageous plant locations in thriving communities on its lines.

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Healthful and Invigorating

WATER
Pure and Abundant

FUEL
Coal, Oil, Gas Close at Hand

POWER
Unlimited Supply, Steam and Hydro-electric

RAW MATERIALS
Well-nigh Limitless in Variety and Quantity

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POPULATION
Intelligent, Energetic People on Farms and in Towns

LABOR
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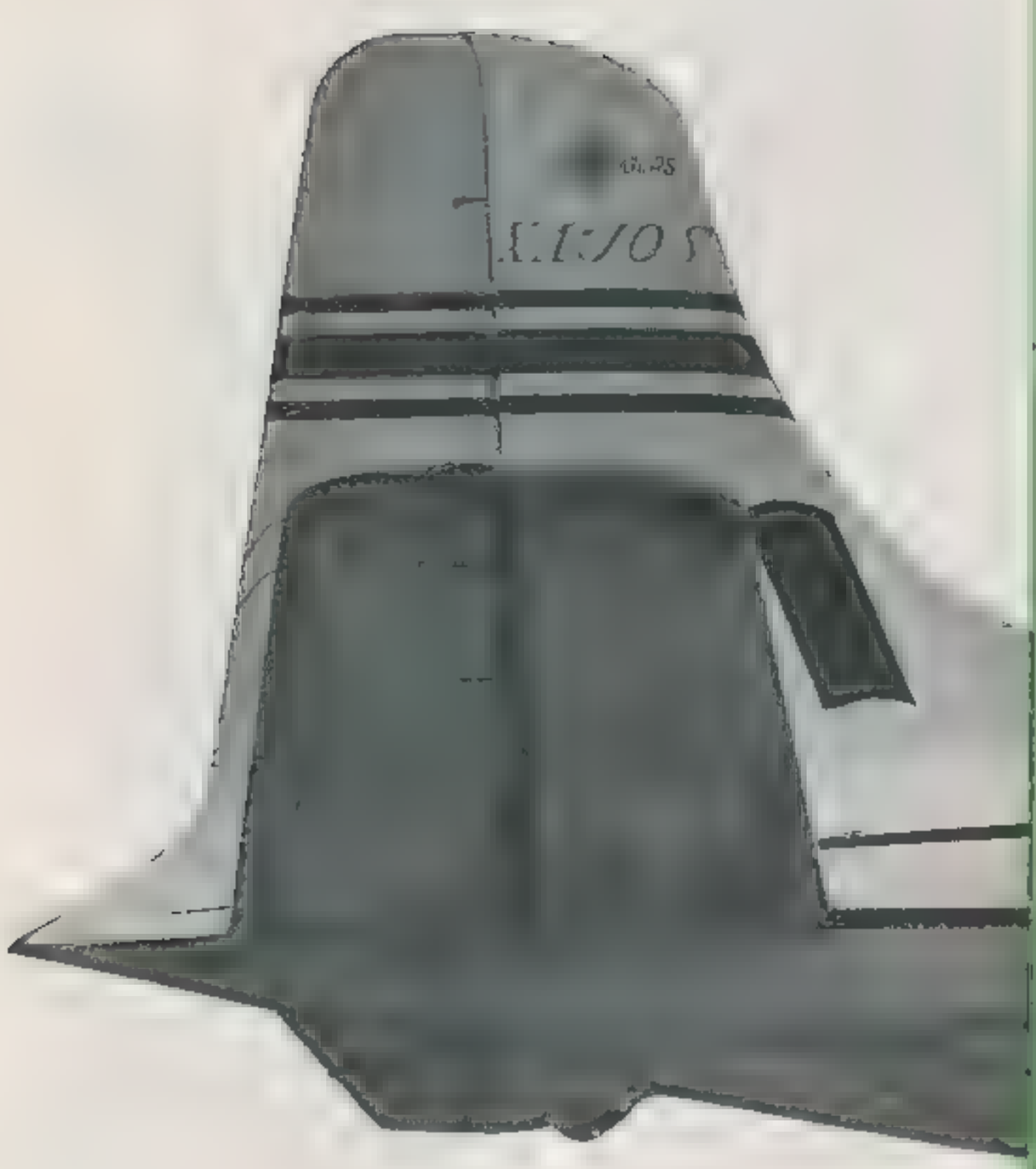
TRANSPORTATION
Network of Railroads Unsurpassed for Excellence of Service and Equipment

Fast Dependable Freight Service

The Minneapolis & St. Louis Railway

Fast Freight Service via the Peoria Gateway



new safety for "luxury in the sky"

Travelers who soar at 22,000 feet in the luxury of Cia Mexicana de Aviacion Super DC-6's enjoy greater safety with Monsanto Skydrol.

Skydrol, Monsanto's fire-resistant-type hydraulic fluid, serves in the cabin superchargers of CMA's big 50-passenger ships that fly the international route between Los Angeles, Mexico City and Havana, Cuba. Skydrol, which exceeds the nonflammability requirements of Aeronautical Material Specification 3150, eliminates the danger of fires due to broken hydraulic lines. It protects passengers and crews . . . protects multimillion-dollar aircraft in the air and on the ground.

Skydrol is stable . . . a superior lubricant . . . noncorrosive . . . nontoxic. Investigate the advantages Skydrol offers you. Write for a copy of the Monsanto booklet, "*More Safety in the Air with Monsanto's Skydrol.*" MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.

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SKYDROL

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CHEMICALS · PLAST

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De Luxe Panagra Planes Carry Monsanto Skydrol

De luxe DC-6 planes on Panagra's El Inter-Americano service to South America now carry Monsanto Skydrol in their supercharger systems. Panagra's new DC-6B's will have Skydrol in their hydraulic systems as well as in the superchargers.

One hundred and fifty-one planes on ten major airlines have flown more than 500,000 hours with Skydrol in superchargers or throughout the ships.

Skydrol exceeds the nonflammability requirements of AMS 3150 . . . has more than double the lubricity of ordinary hydraulic fluids . . . is stable at operating temperatures and pressures . . . is noncorrosive to aircraft metals . . . is nontoxic.

Write for a copy of the new, 24-page Monsanto booklet, *"Skydrol Nonflammable-type Hydraulic Fluid for Aircraft."* Learn how Skydrol can give you greater safety while lowering maintenance costs.
MONSANTO CHEMICAL COMPANY,
Organic Chemicals Division,
1700 South Second Street, St. Louis 4, Missouri.

Skydrol: Reg. U. S. Pat. Off.

SKYDROL

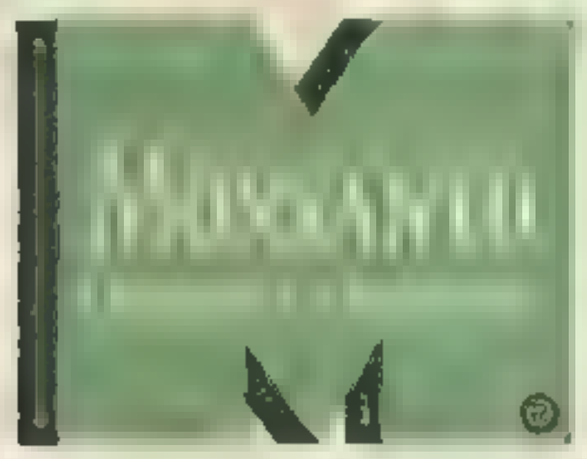

Photo courtesy Panagra (Pan American-Grace Airways, Inc.)

SERVING INDUSTRY . . . WHICH SERVES MANKIND

PAN AMERICAN'S DC-6B's

in
new
tourist
service
fly with
SKYDROL

Photo courtesy Pan American World Airways System

"The Rainbow," Pan American World Airways' new tourist service, is up there with everything but fares. The brand-new Douglas DC-6B's offer the "tops" in luxury, speed and safety. And prearranged, all-inclusive tours to Europe are within the budgets of average Americans!

Monsanto Skydrol serves in the cabin superchargers and throughout the hydraulic systems of these mammoth Pan American ships. It makes an important contribution to safety. Skydrol is the non flammable-type hydraulic fluid that now serves 13 air lines and has almost a million hours in the air to its credit.

Skydrol exceeds the nonflammability requirements of AMS 3150 . . . has more than double the lubricity of ordinary hydraulic fluids . . . is stable at operating temperatures and pressures . . . is noncorrosive to aircraft metals . . . is nontoxic.

It's easy to switch to Monsanto Skydrol, the one fluid that is suitable for every hydraulically operated part of your planes. For further information, write for the new, 24-page Monsanto booklet, "*Skydrol Nonflammable-type Hydraulic Fluid for Aircraft.*" MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri.

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MONSANTO

The whistle heard for 6900 miles

Some people say it's the loudest whistle they ever heard. In fact, you might say it echoes all up and down the 6900 miles of railroad track that is Nor[illegible] Pacific's "Main Street of the Northwe[illegible]"

They blow it each time a [illegible] car rolls out of Northern Pacific's car-building shops at Brainerd, Minnesota—ready to help provide better freight service all along our line.

Sometimes that whistle blows every 40 minutes, for we're adding to our rolling stock as fast as we can. Our growing freight fleet is busier than ever right now—carrying rush shipments vital to National Defense . . . bringing you prompt delivery of the growing number of things you buy or sell in the Northwest.

What's happening in this great area is important to everyone in America. Never before has the Northwest's future been so bright. Here's just a glimpse of the future.

People: Population in just two of these Northwest states is up over 38% in ten years. A steady flow of new settlers and the nation's highest birth-rate will be[illegible] [illegible]n further.

Power: Water-generated electricity now produces three million kilowatts in those same two states. Completion of present hydro-electric projects will double that amount.

Resources: Enough virgin timber to rebuild every home in America. Reforestation will permit perpetual production. Irrigation water which will turn a million desert acres into farmland will begin flowing this year.

Surely an area so promising, so fast-growing, needs a railroad that can and does grow along with it. That's the kind of railroad Northern Pacific is—with $183 million worth of improvements in the last 10 years.

And that's why, when you ship or travel on "Main Street," you'll find Northern Pacific's fine facilities are just the ticket for you.

NORTHERN PACIFIC RAILWAY
Route of the streamlined North Coast Limited
St. Paul 1, Minnesota

NORTHERN PACIFIC

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Main Street of the Northwest

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OSTUCO Aircraft Tubing meets all Army, Navy, and AMS specifications and is widely used for landing gear, fuel lines and a wide range of other applications. Send for free Handbook A-2 packed with facts for ready reference on OSTUCO Aircraft Tubing. Airframe Stock List (revised bi-monthly) also available. Address your nearest OSTUCO Sales Office or write direct to General Office, Shelby 1, Ohio.

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fastest yet

Swept wings, six jets, these identify the Boeing Stratojet, which employs OSTUCO tubing in its hydraulic systems.

The Boeing B-47 Stratojet, world's fastest known bomber, like so many other of this nation's outstanding planes, employs OSTUCO Aircraft Tubing.

A majority of our aircraft manufacturers specify OSTUCO to be sure of consistent high quality and specialized forming and machining characteristics. They know that OSTUCO also offers a favorable strength-without-weight ratio to make it the most suitable material for many applications. And OSTUCO more than meets all Army, Navy and AMS specifications.

OSTUCO pioneered "Chrome-Moly" for aircraft . . . today is one of the nation's leading suppliers to plane manufacturers. For detailed information, write for free Booklet A-2. Address nearest OSTUCO Sales Office, or write direct to General Office, Shelby 1, Ohio.

THE OHIO SEAMLESS TUBE COMPANY

Manufacturers and Fabricators of Seamless and Electric Welded Steel Tubing

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with Mobiloil

FIRST

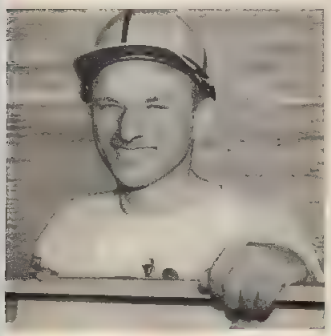
with Winners of Major Outboard Marathons, Coast to Coast!

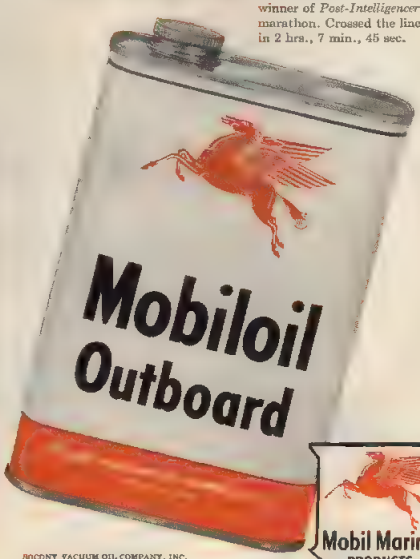
WITH motors roaring at full throttle mile after gruelling mile, these four winners of the nation's top outboard marathons rode to victory with Mobiloil.

Get this same winning protection for *your own* motor with America's favorite outboard oil. It helps reduce spark plug fouling, keep rpm's high, and your motor smooth-running.

Enjoy the best season yet with the oil that's recommended by leading outboard engine builders *Mobiloil Outboard!*

SEATTLE 100-MILE MARATHON—Bob Jacobsen, Class D winner of *Post-Intelligencer* marathon. Crossed the line in 2 hrs., 7 min., 45 sec.





SELLER

Mobil Marine PRODUCTS

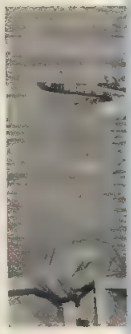
SOCONY VACUUM OIL COMPANY, INC.
and Affiliates MAGNOLIA PETROLEUM CO.
GENERAL PETROLEUM CORP.

Winning Everywhere

HUDSON RIVER MARATHON—
Al Zolko, Class F winner Also fastest time in this Albany to New York race. Averaged 42.2 mph.

PONY EXPRESS MARATHON—
Cliff Schomburg, Class D and "Over-all Trophy" winner of 75-mile Mississippi River race. Roared home in 1 hr., 35 min., 28 sec.

COLORADO RIVER MARATHON—
Raymond Eichman, winner of fourth annual 115-mile marathon from Needles to Parker Dam and return Finished in 3 hrs., 24 min.



AMERICA'S BEST

SMASH HIT IN '51...

Arranbee Dolls

offer bigger

sales opportunities

for '52

Newspaper ads galore . . . *plus* windows, radio spots, interior displays, publicity — that's how retailers cashed in on Arranbee's big consumer ads in Life and Woman's Home Companion . . . used Arranbee's '51 how-to-do-it Promotion Kit and Display Kit for a pay-off in top figures.

Successful in '51? And how! But we have an even bigger program lined up for '52. A sensational line of dolls plus consumer advertising and retail selling aids that will pay off for you.

Top dolls plus top promotion means top figures. That's why it will pay you to see the Arranbee Line at the Toy Fair.

Arranbee Doll Company, Inc.

Showrooms:
New York 10, N. Y. — 200 Fifth Avenue, Room 1451
San Francisco 3, Calif.
Western Merchandise Mart, Space 989

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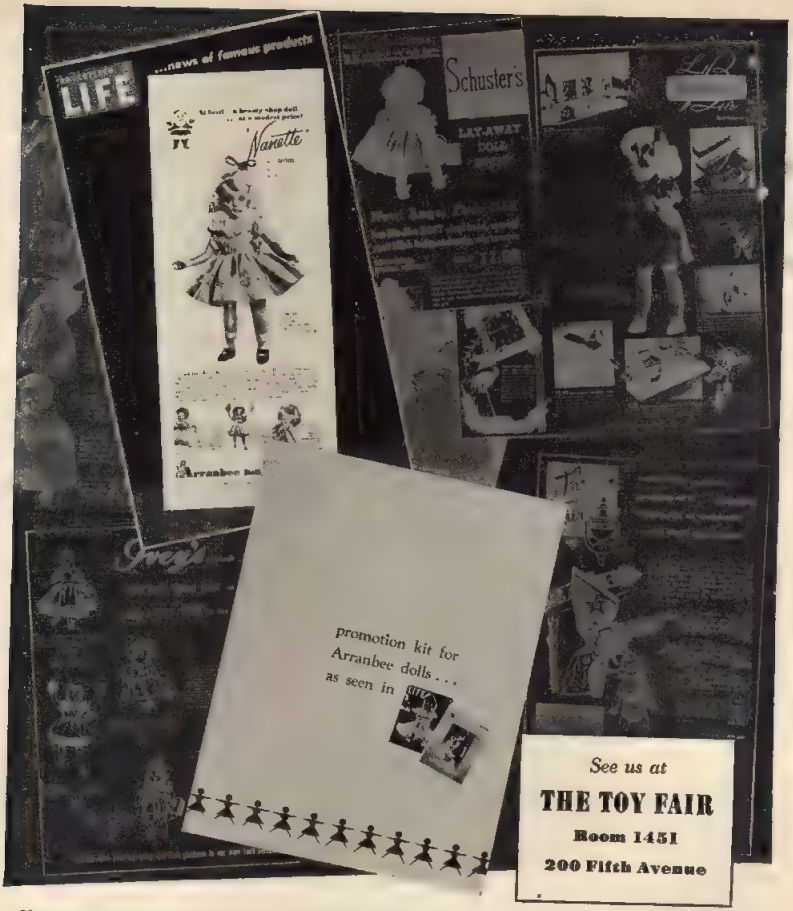

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Two of the most attractive anchorages on the North Jersey coast are shown in this portion of U. S. Coast & Geodetic Survey Chart number 825. Draft of about 4 feet can be carried into the Metedeconk River, a quiet and protected estuary. Further south, Mosquito Cove is really away from the world

IF YOU HAVE NEVER CRUISED

THE NORTH JERSEY COAST!

Only a mile or two off the beaten track, you can find quiet harbors at the head of Barnegat Bay

By WALTER D. FULLER

We boat people are inclined to "look down our noses" at the lines of automobile tourists who, like circus elephants, trail along behind each other on the crowded main highways. Particularly is this true if we know of alternate uncrowded roads which could be used. But are we much better when on a trip into strange waters we get away from our own local cruising area?

My wife and I do most of our boating in the Barnegat Bay area of New Jersey. This is the northern entrance to the Atlantic Inland Waterway which stretches approximately fourteen hundred miles to Miami. Every fall hundreds of boats, strangers to the Barnegat, cruise South through the Bay and each spring return North

Now the cruising boatman is a free and independent American and, so far as I am concerned, he can tie up or anchor where he pleases, but when you see the number who spend the first night of their long cruise tied up or anchored in crowded, shallow, noisy, tidal waters or at commercial wharves, it makes one certain that they do not know that just a few miles away there are protected and attractive anchorages where there is no tidal flow and where the water is adequate, the location quiet, and where the stars and moon are brilliant beyond description.

If you happen at some time to be one of these Florida or Chesapeake-bound yachtsmen or are just a vacation cruiser to the Barnegat region, bear these spots in mind.

For example, when you enter Manasquan Inlet, keep on through the river and the short canal into the Barnegat. If you need supplies or repairs, they are available at the various boat yards in Bay Head, but if you are looking for a pleasant overnight anchorage and if a 4- to 4½-foot channel depth will serve, turn right at the second flasher beyond the canal exit. This comes quickly—don't overrun it then follow the rather narrow channel between stakes (triangles to the right coming in—squares to the left). Shortly you will come to a double marker. Ahead is Beaver Dam Creek—it is short and shallow—do not take it. Instead follow the stakes to the left, passing Metedeconk Point. Soon you approach a red flasher off the north shore at the entrance to the Metedeconk River. This is an estuary rather than a river, about one-half mile wide and about three miles long. The shore is pretty well built up, but the trees are pine and oak and the area is quiet, protected and attractive. Once you are past the red flasher at the entrance, there is plenty of water almost everywhere.

The next morning when you leave, you do not have to go back to Bay Head. Instead follow the south shore of the river and, as you reach the entrance, you will find a staked channel leading directly to the Mantoloking bridge.

If the Metedeconk sounds too populated to suit your pioneering tastes, you can pass it by and continue along the charted course down the bay, pass through the Mantoloking bridge and some miles below to the right you will see the resort town of Shore Acres on Kettle Cove. This is shallow and would hardly be a good overnight anchorage. But just beyond lies protected water which the charts label Mosquito Cove, but which the real estate men call Silver Bay. This area is really away from the world. There is a small settlement on the north shore, but otherwise the cove is pretty close to nature.

To enter, try to come in about half way between the two entrance points. On either side the water deepens gradually until there is about 4½ feet in the center. Better take it a little slow as you come in. Even if you touch in the Barnegat, it is a mud bottom, so usually no harm is done. Once inside, swing to the South, giving the shore a reasonable clearance. Right ahead is a small private cove and to the West some rising ground. You can anchor anywhere in this area and certainly you will be alone, unless a few other boats drop in for the night. This location is even more ideal for a luncheon stop or for a swim. You can get back into the Waterway in fifteen minutes.

Sometimes a cruising boatman wants to stop close to the ocean and usually this is difficult in the Barnegat area, unless you tie up at one of the towns. However, the area south from Seaside Park to Barnegat Inlet is in one private ownership. For about ten miles there are few buildings except the Coast Guard stations. This section is almost primeval in its naturalness and at one point opposite Flasher 31 (see your chart) it can be approached by boats of moderate draft. If you go in here, follow your chart carefully, sound as you go, and proceed slowly.

There are, of course, many other anchorages and boat yards with available berths in the Barnegat. Toms River is interesting and lovely. Seaside Park has good accommodations and a fine beach. There are excellent anchorages back of Barnegat Inlet, although somewhat off the Waterway. The State Marina, on Oyster Creek, is interesting and at the lower end of the Bay there are fine accommodations at Beach Haven.

The Barnegat has a charm and beauty of its own. Its charm is quiet and its beauty is neighborly. It is neither noisy nor crude, but if you seek out its pleasant anchorages, I am sure you will not be sorry.

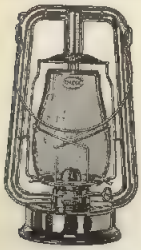
GLASS LAMPS

Clear pressed glass. Without chimney or burner.

Number	260
Chimney required, No.	2
Size wick required, ins.	1
Height, ins.	9½
Capacity fount, ozs.	31
Weight dozen, lbs.	45
Dozen	$10.20

One dozen in a carton

DIETZ LANTERNS
Tubular Hot Blast



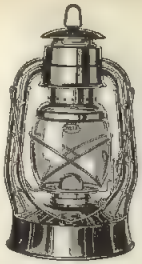
MONARCH

Simple, direct globe lift. Globe is raised by a thumb-lift on the globe plate, remains up until pressed down. Lantern made of cold rolled steel, tinned. Round tube style frame. Tubes have crimped edges and are beaded for strength. Hinged burner.

Capacity fount, hours	30
Height, inches	13½
Light, candlepower	4
Size wick, inches	⅝
Globe used	Fitzall
Weight dozen, lbs.	26
With Clear Globes Dozen	$31.20
With Ruby Globes "	35.40
Extra Filler Caps "	1.20

One dozen in a carton.

DIETZ LANTERNS
Cold Blast



LITTLE WIZARD

Sturdy stream-lined cold rolled steel frame coated with grade A charcoal pure tin. Features included a broad, non-tip base, strong beaded tubes, braced globe lift and improved pivot ball.

Capacity fount, hours	30
Height, inches	11½
Light, candlepower	6
Size wick, inches	⅝
Globe used	Little Wizard
Weight dozen, lbs.	24
With Clear Globes Dozen	$33.00
With Ruby Globes "	36.00

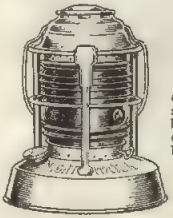
One dozen in a carton.

JUNIOR

Made of cold rolled steel with tin finish. Has cold blast, balanced draft construction assuring maximum lighting power and dependability.

Fount capacity, hours	15
Height, inches	12
Light, candlepower	6
Size wick, inches	⅝
Globe used	Dietz Junior
Weight dozen, lbs.	23
Junior, Clear Globes Dozen	$33.00

One dozen in a carton.



NIGHT WATCH

Made of cold rolled steel. Long burning pencil light beam.

Fount capacity, hrs.	100
Height, ins.	8
Size wick, ins.	19/32
Glose used	Night Watch Fresnel
Weight dozen, lbs.	34
Night Watch, Ruby Globes Doz.	$37.20

One dozen in a carton

DIETZ LANTERNS
Cold Blast

LITTLE GIANT

Similar to the "Little Wizard" lantern in internal construction and lighting power, but has a much larger oil fount which provides burning capacity for three full days. Will stay lighted continuously over a week-end without attention, unaffected by weather conditions.

Capacity fount, hours	70
Capacity fount, ounces	32
Height, inches	11½
Light, candlepower	6
Size wick, inches	⅝
Globe used	Little Wizard
Weight dozen, lbs.	30
With Clear Globes Dozen	$35.40
With Ruby Globes "	38.40

One dozen in a carton.

COMET

A small cold blast lantern, enameled red.

Capacity fount, hours	12
Height, ins.	8½
Globe used	Comet
Weight dozen, lbs.	17
With Clear Globes—Dozen	$29.40

One dozen in a carton

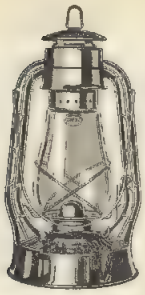
NO. 2 D-LITE, LARGE FOUNT

Constructed of cold rolled steel, coated with grade A charcoal pure bright tin. Low frame reduces size and weight. Tubes are strongly beaded. Improved pivoted ball. Fount holds one quart, and the burner is locked fast so that oil cannot spill. Broad base prevents over-turning.

Capacity fount, hours	48
Capacity fount, ounces	32
Height, inches	13¼
Light, candlepower	10
Size wick, inches	1
Globe used	D-Lite
Weight dozen, lbs.	36
D-Lite, Clear Globes Dozen	$40.20
D-Lite, Ruby Globes "	44.40

One-half dozen in a carton.

DIETZ LANTERNS
Cold Blast



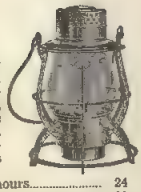
NO. 2 BLIZZARD

Constructed of cold rolled steel, coated with grade A charcoal pure tin. Fount holds one quart, winglock burner which cannot loosen and spill oil. Fitted with improved pivoted bail. Globes cannot fall out of the wires when swung back for inspection.

Capacity fount, hours	45
Capacity fount, ounces	32
Height, inches	14¾
Light, candlepower	10
Size wick, inches	1
Globe used	Pitzall
Weight dozen, lbs	37
No. 2 Blizzard, Clear Globes	Doz. $40.20
No. 2 Blizzard, Ruby Globes	" 44.40

One-half dozen in a carton.

Railroad



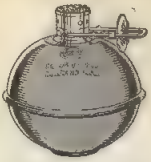
STEELCLAD

Retinned heavy bottom, top and fount, heavy double wire guards, self-standing wire bail. Fitted with No. 1 special convex burner. Burns signal oil.

Capacity fount, hours	24
Height, inches	10
Light, candlepower	1
Size wick, inches	⅝
Globe used	Vulcan No. 39
Weight dozen, lbs	36
No. 39, Clear Globes	Dozen $55.20

One dozen in a carton.

ROADSIDE TORCHES

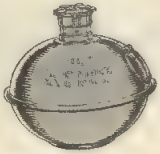


WEIGHTED BOTTOM

Made of heavy steel. Halves are metallically seamed together under heavy pressure, rolled tight, and cemented leak-proof. The spherical shape and weighted bottom serve to right the torch if it should be skidded or tipped by a passing vehicle. "All Weather" burner combines in itself rain-shield, carrying loop, automatic wick-lock and wrench. Red enameled finish.

Capacity, hours	36
Capacity, quarts	3
Height, inches	7½
Size wick, inches	⅞ x 18
Weight each, lbs	6½
No. 96	Dozen $48.00
Extra Wicks	" 3.00

One-quarter dozen in a carton.



WEIGHTED BOTTOM

Made of steel, with double seamed joint, leak-proof. Fitted with carrying handle. Licensed burner made of two parts of heavy steel, rain shield in fixed position. Red enameled finish.

Capacity, hours	24
Capacity, quarts	2.7
Height, inches	7½
Size wick, ins	⅞x18
Weight each, lbs	6¼
No. 87	Dozen $40.40
Extra wicks	" 3.00

One-quarter dozen in a carton.

HI-WAY FLARES
Bolser

Unit consists of two flares which will nest together and bracket with thumb screw handle for easy carrying when not in use, may be mounted from bottom or side. Seamless drawn tanks of cold rolled steel, with capacity of two pints each and burns from 10 to 16 hours. Equipped with ⅝ inch round wick. Entire unit finished in red.

Height of single flare, ins	4
Height overall, ins	11½
Diameter, ins	5
Weight unit of two, lbs	4½
No. 52—Unit of two	$6.50

Six units in a carton.

ORCHARD TORCH

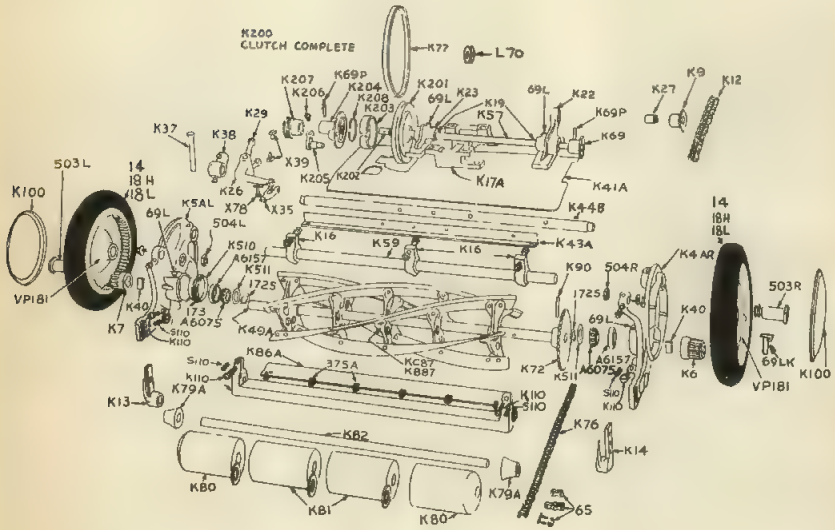
Equipped with a replaceable asbestos wick. Swivel joint spout. Galvanized steel painted red.

Number	6
Capacity, quarts	6
Weight dozen, pounds	34
Each	6.80

ECLIPSE POWER MOWER PARTS

Eclipse 20″ Rocket

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number, year made or purchased, model letter, type and serial number of engine and series number of cutting unit. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings, then give part number and quantity desired.



ECLIPSE POWER MOWER PARTS

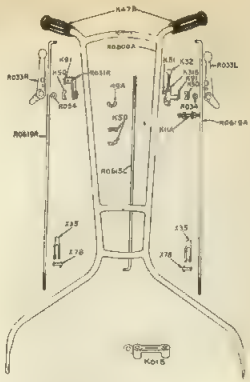
Eclipse 20" Rocket

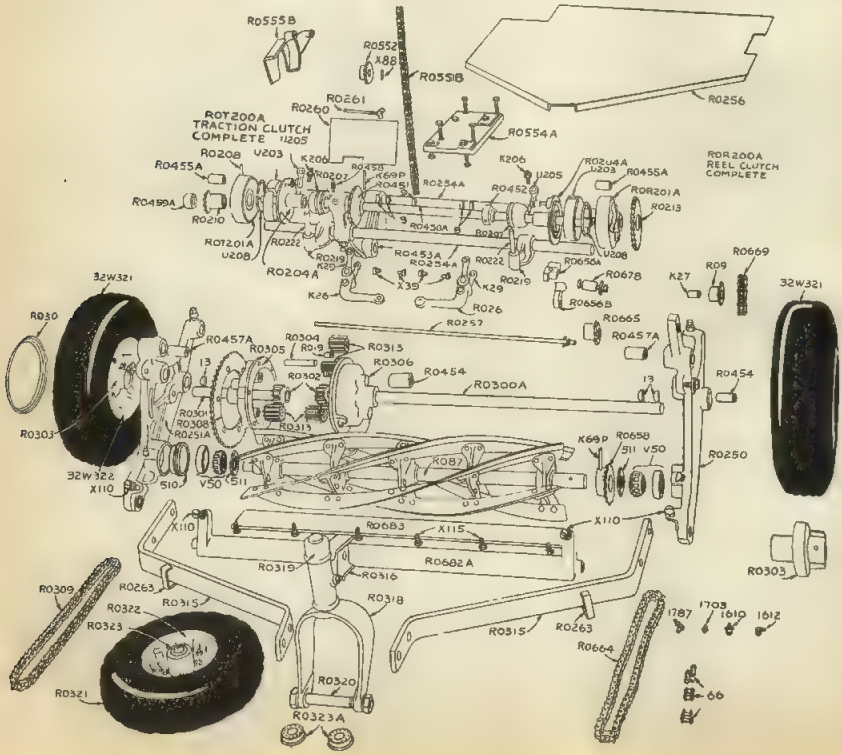
Part No.	Part Name	Quantity	Year	Each
K4	Side plate, right	1	38-40	$6.65
K4A	Side plate, right	1	41	6.65
5	Handle tee block, for wood handle	1	38-40	.30
K5	Side plate, left	1	38-40	6.65
K5A	Side plate, left	1	41-47	6.65
K5AL	Side plate, left, left journal thread	1	48	6.65
K6	Drive pinion, right, 13-tooth	1	38	.75
K7	Drive pinion, left, 13-tooth	1	38	.75
K9	Sprocket, 11-tooth, for sharpener, with oilite	1	38	2.20
K11	Speed control quadrant molt, for wood handle	1	38-40	.45
K11B	Speed control quadrant bolt, for steel handle	1	41-46	.45
K12	Chain, 12 links, for sharpener	1	38	.90
K13	Roller hanger, left	1	38	.75
14	Tire, 10.50x2.00	2	38	3.75
K14	Roller hanger, right	1	38	.75
K16	Front tie rod bracket	3	41	1.05
K17	Engine sub base	1	38-41	3.70
K17A	Engine sub base	1	42	3.70
K19	Clutch shaft oilite bushing	4	38	.30
K20C	Lower cutter bar, casting only	1	38	5.15
K22	Clutch shaft pillow block with bushing, right	1	38	3.70
K23	Clutch shaft pillow block with bushing, left	1	38	3.30
K26	Clutch lever arm, for K29 fork	1	38	.75
K27	Bearing bolt and nut for sharpener	1	38	.75
K28	Speed control spring for K32 lever	1	38-46	.30
K29	Clutch throw-out fork	1	38-46	1.85
K31	Speed control quadrant for wood handle	1	38-40	1.05
K31B	Speed control quadrant for steel handle	1	41-46	1.05
SG31	Throttle control bracket	1	47	.75
K32	Speed control lever	1	38-46	.75
SG32	Throttle control lever and mounting bracket	1	48	1.50
K33	Clutch control lever, on handle	1	38-46	1.05
K34	Sleeve, used in K33 lever	1	38-46	.25
SG34	Clutch lever pivot sleeve for SG734	1	47	.25
X35	Yoke, used on clutch rod	1	38	1.05
K36	Clutch control rod, used between K33 and K26	1	38-46	1.85
K36A	Clutch control rod for SG734 lever	1	47	1.85
K37	Pivot pin, used to hold K29 fork in K38 bracket	1	38	.50
K38A	Clutch lever bracket on rear tie rod	1	38-46	1.05
X39	"T" shaped shoes, used in K29 fork	2	38	.30
K40	Driving pawl, used in K6-K7 pinion	2	38	.30
K41	Grass guard pan, 18 gauge, used with K17 base	1	38-41	3.30
K41A	Grass guard pan, 18 gauge, used with K17A base	1	42	3.30
K43	Engine support angle iron	1	38-41	2.20
K43A	Engine support angle iron	1	42	2.20
44	"U" bolt to hold grip to wood handle	1	38-40	.45
K44	Rear tie rod, used with wood handle	1	38-40	2.90
K44A	Rear tie rod, for steel handle and K17 engine base	1	41	2.90
K44B	Rear tie rod, for steel handle and K17A engine base	1	42	2.90
K45	Wood handle, tongue only	1	38-40	1.85
K46A	Wood handle grip	1	38-40	1.05
K47B	Rubber grip, for steel handle	2	41	.75
49A	Wing nut, 5/16", used on engine brace rod	1	38	.15
K49	Reel shaft	1	38-41	4.40
K49A	Reel shaft	1	42	4.40
K50	Concave spacer washer, used on steel handle	2	41	.25
K51	Speed control pivot pin and screw	1	38-46	.45
K57	Clutch shaft	1	38	2.50
K59	Front tie rod	1	38	2.20
K60	Engine brace rod, for wood handle and K61 bracket	1	38-39	1.05
K60A	Engine brace rod, for wood handle and K61A bracket	1	40	$1.05
K60B	Engine brace rod, for steel handle with one lower cross brace	1	41	1.05
K60C	Engine brace rod, for steel handle with two lower cross braces	1	42	1.05
K61	Engine brace rod bracket, on top	1	38-39	1.45
K61A	Engine brace rod bracket, on top	1	40	1.45
K61B	Engine brace rod bracket, on top	1	41	1.45
K64	Handle irons, for wood handle	2	38-40	1.45
65	Chain connecting link, ¼"	..	38	.25
65	Chain roller link, ¼"	..	38	.25
65	Chain one and one half link	..	38	.30
69L	Oil cup, for reel and clutch shaft bearings	4	38	.25
K69	Sprocket, 11-tooth, for clutch shaft	1	38	1.85
K69P	Pin for K204 cover and K69 sprocket	1	38	.15
K72	Sprocket, 28-tooth, for reel	1	38	2.55
K76	Chain, 46 links, to drive reel	1	38	2.55
K77	"V" belt	1	38	.95
X78	Yoke pin	1	38	.15
K79A	Roller shaft spacer, cast	2	38	.45
K80	Roller, end section	2	38	1.45
K81	Roller, center section	2	38	1.45
K82	Roller shaft	1	38	1.45
K86A	Lower cutter blade and screws	1	38	2.90
KB87	Reel blades and spiders, only, assembled, not ground	1	38	11.75
KC87	Reel complete, sharpened (with bearings and sprocket)	1	38	18.40
K88	Engine starting lever, cast	1	38-42	1.05
K90	Pin, for K72 reel sprocket	1	38	.15
K91	Clutch lever stop spring, for steel handle	1	41-46	.30
K94	Throttle knob	1	47	.20
K95	Throttle control wire with knob	1	47	.75
K95A	Throttle control wire for SG32	1	48	.40
K96	Throttle control casing	1	47	.75
K96A	Throttle control casing for SG32	1	48	.50
K97	Throttle control casing clip	3	47	.15
K100	Wheel hub cap and screws	2	40	1.05
V110	Bar adjusting screw and lock nut, ⅜"x1⅜"	2	38	.30
X110	Bar adjusting screw, ⅜"x1⅜", used in side plate	2	38	.30
172S	Ring spring, to hold bearings on reel shaft	2	38	.15
173	Reel bearing screw cup lock nut	1	38	.30
VP181	Wheel, less tire	2	38	4.40
K200	Clutch, complete	1	38	14.70
K201	Clutch body, including K202 bushing	1	38	4.40
K202	Clutch oilite bushing	1	38	.55
K203	Clutch internal expanding ring	1	38	3.30
K204	Clutch cover	1	38	3.30
K205	Clutch cam, less adjusting screw	1	38	1.45
K206	Clutch cam adjusting screw	1	38	.45
K207	Clutch cone sleeve	1	38	2.20
K208	Clutch internal anti-drag spring for K203	1	38	.25
375A	Screw, to hold blade to lower bar	6	38	.03
503L	Wheel journal with washers and nut, left thread	1	48	.75
503R	Wheel journal with washers and nut, right thread	1-2	38	.75
504L	Wheel journal lock nut, left thread	1	48	.15
504R	Wheel journal lock nut, right thread	1-2	38	.15
504W	Spacer washers, for wheel journal	6	38	.01
K510	Reel bearing screw cup with lock nut	1	38	1.85
K511	Reel bearing dust washer	2	38	.25
K600	Steel handle, with rubber grips	1	41-46	7.35
K600A	Steel handle, with rubber grips	1	47	7.35
	Wood handle, complete	1	....	4.40
SG734	Clutch control hand lever	1	47	1.05
A6075	Bearing cone, for reel bearing	2	38	1.25
A6157	Bearing cup, for reel bearing	2	38	.95

ECLIPSE POWER MOWER PARTS

25″ Rolloway

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number, year made or purchased, model letter, type and serial number of engine and series number of cutting unit. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings, then give part number and quantity desired.





ECLIPSE POWER MOWER PARTS

25" Rolloway

Part No.	Part Name	Quantity	Year	Each
9	Woodruff key, 9/16"x7/16"x1"	5	40	$0.15
RO9	Sprocket for sharpener, 11-tooth,	1	40	2.20
K11A	Speed control quadrant bolt	1	41	.45
13	Woodruff key, 3/16"x5/16"x1"	7	40	.15
RO19	Differential pinion bushing, ½"x⅝"x9/16"	8	40	.15
K26	Clutch lever arm, on K29 fork	1	40	.75
RO26	Clutch lever arm, used on K29	1	40	.75
K27	Bearing, bolt and nut, for sharpener	1	40	.75
K28	Speed control spring for K32 lever	1	40	.30
K29	Clutch throw-out fork	2	40	1.85
RO30	Hub cap and screws	2	40	1.45
K31	Speed control quadrant	1	40	1.05
K31B	Speed control quadrant	1	41	1.05
RO31R	Clutch lever holder, right	1	41	.30
K32	Speed control lever	1	40	.75
RO33L	Clutch control hand lever, left	1	41	1.05
RO33R	Clutch control hand lever, right	1	41	1.05
RO34	Sleeve, used in RO33R and RO33L	2	41	.25
X35	Yoke on clutch control rod	2	40	1.05
X39	"T" shaped shoes, used on K29	4	40	.30
K47B	Rubber grip	2	41	.75
49A	Wing nut, 5/16"	1	41	.15
K50	Concave spacer washer	4	41	.25
V50	Reel timken bearing, cone No. 09074, cup No. 09195	2	40	2.20
K51	Speed control pivot pin and screw	1	40	.45
K61B	Engine brace rod bracket	1	42	1.45
KK61A	Engine brace rod bracket	1	41	1.45
66	Chain connecting link, 9/16"	..	40	.25
66	Chain roller link, 9/16"	..	40	.25
66	Chain offset link	..	40	.45
K69P	Pin, 7/32" diameter, cold rolled	1	40	.15
X73	Yoke pin and key	2	40	.15
RO87	Reel, complete	1	40	29.40
X88	Engine sprocket key	1	40	.15
K90	Pin, cold rolled, ¼"	4	40	.15
K91	Lever stop spring	2	41	.30
X110	Bar adjusting screw	4	40	.30
X115	Screws for lower blade	6	40	.15
ROR200	Reel clutch, complete, less sprocket	1	40	17.65
ROR200A	Reel clutch, complete, less sprocket	1	41	17.65
ROT200	Traction clutch, complete	1	40	20.60
ROT200A	Traction clutch, complete	1	41	20.60
ROR201	Reel clutch body, for K203 ring	1	40	6.10
ROR201A	Reel clutch body, for U203 ring,	1	41	8.80
ROT201	Traction clutch body, for K203	1	40	6.10
ROT201A	Traction clutch body, for U203	1	41	8.80
K203	Clutch internal expanding ring, ¾" wide	2	40	3.30
U203	Clutch internal expanding ring, ⅞" wide	2	41	4.40
K204	Clutch cover, for 3 4" shaft	2	40	3.30
RO204A	Clutch cover	2	41	3.70
K205	Clutch cam, less adjusting screw	2	40	1.45
U205	Clutch cam, less adjusting screw	2	41	1.45
K206	Clutch cam adjusting screw	2	40	.45
K207	Clutch cone sleeve used with K204	2	40	2.20
RO207	Clutch cone sleeve used with RO204A cover	2	41	2.20
K208	Clutch anti-drag spring for K203	2	40	.25
U208	Clutch anti-drag spring for U203	2	41	.30
RO208	Key, for traction clutch, 3/16"x3/16" x¾" taper	1	40	.15
RO210	Traction clutch sprocket, 11-tooth,	1	40	3.05
RO213	Reel clutch sprocket, 25-tooth	1	40	2.35
RO219	Clutch lever bracket to hold K29 fork	2	40	2.20
RO222	Pivot pin to hold K29 to RO219, 7/16"x3¼"	2	40	.75
RO250	Right side plate	1	40	13.25
RO251A	Left side plate	1	40	14.70
RO256	Grass guard pan, 22"x14½"	1	40	4.40
RO257	Pan rod, 5/16"x22½"	1	40	.90
RO260	Engine guard pan, 8⅜"x7⅝"	1	40	1.45
RO261	Engine guard rod, ¼"x3½"	1	40	.25

Part No.	Part Name	Quantity	Year	Each
RO263	Grass guard clips	2	40	$ 0.35
RO300A	Long axle shaft, ⅞"x29¾"	1	40	5.15
RO301	Short axle shaft, ⅞"x8⅜"	1	40	2.90
RO302	Differential gear, 16-tooth	2	40	2.90
RO303	Traction wheel hub	2	40	4.40
RO304	Differential pinion shaft, ½"x2¾"	4	40	.35
RO305	Differential housing, left	1	40	8.80
RO306	Differential housing, right	1	40	7.35
RO308	Differential sprocket, 48-tooth	1	40	3.70
RO309	Differential chain, 61 links	1	40	6.65
RO313	Differential pinion, 12-tooth	4	40	2.40
RO315	Caster wheel arch bar, ⅝"x1½"x 25⅝"	2	40	2.90
RO316	Caster yoke and arch fork bracket	1	40	3.70
RO318	Caster wheel yoke	1	40	5.85
RO319	Caster wheel yoke collar	1	40	.75
RO320	Caster wheel spindle bolt and nut	1	40	1.05
RO321	Caster wheel tire, 10.00x3	1	40	7.35
32W321	Traction tire, 14x4.00	2	40	11.65
RO322	Caster wheel disc	2	40	1.05
32W322	Traction wheel disc	4	40	1.70
RO323	Caster wheel hub, with bearings	1	40	3.45
RO323A	Caster wheel hub bearings	2	40	1.45
RO450A	Clutch shaft, ¾"x29¾"	1	40	4.40
RO451	Clutch shaft sprocket, 20-tooth	1	40	2.40
RO452	Clutch shaft collar, ⅝" wide, shouldered	1	41	1.05
RO453	Pillow block with bushing	1	40	6.65
RO453A	Pillow block with bushing	1	41	6.65
RO454	Bushing used on differential shaft	5	40	.50
RO455A	Bushing used on clutch shaft, ¾"x⅞"x1½"	3	40	.55
RO457A	Bushing used on clutch shaft, ¾"x⅞"x1 9/16"	2	40	.55
RO458	Clutch spacer collar, 7/16" long	1	40	1.05
RO459A	Clutch shaft spacer collar	1	41	.75
510	Reel bearing screw cup with lock nut	1	40	1.85
511	Reel bearing duster washer	2	40	.25
RO550	Engine brace rod bracket	1	40	1.85
RO551	Engine drive chain, 39 links	1	40-42	4.40
RO551B	Engine drive chain, 36 links	1	46	4.40
RO552	Engine sprocket, 13-tooth	1	40	1.95
RO554	Engine base brackets	4	40-42	.75
RO554A	Engine sub base	1	46	4.00
RO555A	Engine chain cover	1	40-42	3.70
RO555B	Engine chain cover	1	46	3.70
RO600A	Metal handle, with rubber grips	1	41	8.80
RO602	Metal handle side bar, right	1	40	5.15
RO603	Metal handle side bar, left	1	40	5.15
W612	Handle "Tee" for RO602 and RO603	1	40	4.40
RO615	Engine to handle brace rod	1	40	3.70
RO615B	Engine to handle brace rod	1	41-42	1.05
RO615C	Engine to handle brace rod	1	46	1.05
W616	Clutch lever guide for RO619 rods	1	40	2.20
RO619	Clutch control rod, used with RO602 and RO603	2	40	1.45
RO619A	Clutch control rod, used with RO600A handle	2	41	1.45
W620	Clutch control handle knob, used on RO619	2	40	.55
RO656A	Idler sprocket bracket	1	40	.75
RO656B	Idler sprocket bracket	1	40	.75
RO658	Reel sprocket, 17-tooth	1	40	2.20
RO664	Reel chain, 58 links	1	40	5.70
RO669	Sharpening chain, 6 links	1	40	2.90
RO665	Idler sprocket, 11-tooth,	1	40	.70
RO678	Idler sleeve for RO665	1	40	.75
RO682	Cutter bar, casting only	1	40-47	8.80
RO682A	Cutter bar, casting only	1	48	8.80
RO683	Lower blade and screws	1	40	5.85
1610	Zerk fitting, ⅛" pipe, straight	2	40	.25
1612	Zerk fitting, ⅛" pipe, angle	4	40	.30
1703	Zerk fitting, ¼"x28-thread, straight	2	40	.30
1787	Zerk fitting, angle drive	1	40	.30

Arbogast BAITS

Hard-hitting national advertising and a tremendous word-of-mouth reputation with the nation's anglers....these two things have made Fred Arbogast lures "America's Favorite Bait", have made sure of fast turnover and extra profit for you. STOCK and SELL the COMPLETE Arbogast line!

JITTERBUG — The old standby. World's best hooker — day or night. Noisy surface bait with special paddling action — makes fish strike hard. Choice of body colors. ⅝ oz. or ⅜ oz.— $1.25 ea. Musky size (1¼ oz.)— $2.00 ea.

HULA DIVER — Sensational new deep-running open-water bait. You control amazing new wiggling action by speed of retrieve. Easy to control running depth. Rubber Hula Skirt acts alive. Ideal for trolling. Choice of 7 body colors. ⅝ oz.— $1.25 ea.

HULA DANCER — Small but mighty. A deadly hooker in open water. Heavy enough to make long casts easier, it's a sinking lure that runs medium depth. Special "lip" for special action — fools smart fish. Choice 9 body colors. ⅝ oz.— $1.25 ea.

HULA POPPER — Famous everywhere as the best surface popping lure made. You make it pop, plunk, twitch or jerk under perfect control. Squirming rubber Hula Skirt imitates live bug. Choice of body colors. ⅝ oz. or ¼ oz.— $1.25 ea.

FLY-ROD HULA POPPER — Same exclusive design as larger Hula Poppers. World's best combination of noise, action, casting and hooking qualities. Choice 4 body colors. 1/16 oz.—75¢ ea.

FLY-ROD HULA SPINNER — Steady retrieve or little jerks give this bait a million wiggles. Makes old-style fly and spinner look dead by comparison. Choice 4 body colors. 1/16 oz.— 75¢ ea.

FLY-ROD TIN LIZ — A honey to cast. Double action — wobbles along on its side with tail spinner whirling, acting like a real cripple. Choice 2 body colors. 1/64 oz. or 1/32 oz. 50¢ ea.

NYLON LEADERS — Tough — almost invisible — molded easy-running knots. For bait: 3 or 4 ft., with snap or snap-swivel. For fly-rod: 7 or 8 ft. tapered, with snap. 25¢ ea.

...BEST SELLERS ALWAYS

HAWAIIAN WIGGLERS

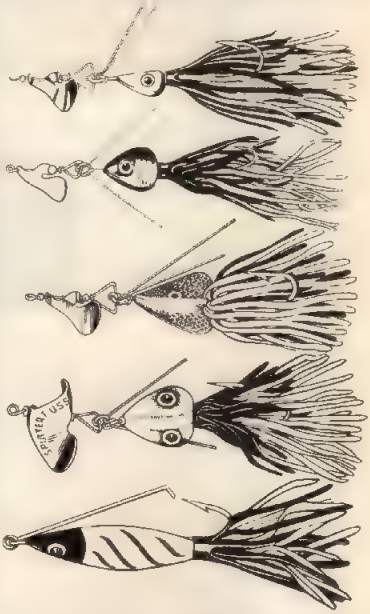
No. 1 DEEP RUNNING—Use this beauty where you can't use treble-hook lures. Easy to cast. No "snag-up". Deadly for all game fish. Choice 5 body colors. ⅝ oz. or ¼ oz. —$1.15 ea.

No. 1-1/2 MEDIUM RUNNING—Red-hot all-purpose bait. Wiggles through the toughest places. Easier casting, better control. Choice 4 body colors. ⅝ oz.—$1.15 ea.

No. 2 SHALLOW RUNNING—For bass and other game fish. Put it into pads, snags & brush—comes over and through without hanging up. Choice 4 body colors. ⅝ oz. or ¼ oz. — $1.15 ea.

No. 2-1/2 ("THE SPUTTER-FUSS")—A fast, noisy surface bait. Wakes up lazy bass—and muskies too! Get different action and sound effects by varying height of rod tip and reeling speed. Choice 3 body colors. ⅝ oz.—$1.15 ea.

No. 3 ("THE WEEDLESS")—The famous genuine weedless bait. Weeds, rushes, fine clinging moss and "gooey"—nothing stops this weedless wonder. Casts like a bullet. Terrific action. Choice 5 body colors. ⅝ oz.—$1.15 ea.



RUBBER HULA SKIRTS—Beats bucktails, feathers, pork rind or plastic. More color! More action! More fish! Simple, quick and easy. Choice 11 colors. Regular model—large 28¢ ea., small 17¢ ea. QUICK-CHANGE HULA SKIRT ATTACHMENT (25¢ ea.) instantly snaps onto any treble-hook lure.

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SINCE 1907

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Safety-engineered enclosed spring eliminates danger of broken springs. Safety wind-up key does not turn when spring unwinds. Key stays attached to engine. Strong, heavy-gauge steel engine. Special temper steel spring clock mechanism. Quality-built throughout. Realistic, brilliant electric headlight and ringing bell on engines. Patented start-stop attachment makes switching and station stops possible for more realistic performance. Authentic reproductions of original cars and careful artistic design makes HAFNER the most beautiful mechanical trains on the market. Banked track, used by HAFNER since 1914, makes possible the use of the fastest toy engine on rails and eliminates jumping of train. The largest track layouts for your money. Patented switches and crossover devices available.

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- Greater values than ever in Lionel "027" and "0" Gauge sets
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MARCH 10

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- Greater values than ever in Lionel "027" and "0" Gauge sets
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*Martin AQUAMATIC Twist-SHIFT-SPEED-

Martin "75"

Aquamatic Twist-Shift (Illustrated) Alternate Firing Twin 7.5 H.P. 49 lbs.

NOW! FOR THE FIRST TIME

. . . outboards that give you COMPLETE ONE-HAND CONTROL as you face forward! With MARTIN AQUAMATIC *Twist*-SHIFT you START in Neutral—SHIFT—SLOW DOWN SPEED UP—STEER all with ONE HAND! Gives you new ease, new safety in docking, dodging water traffic—more CON-*troll*-ABILITY!

MARTIN AQUAMATIC *Twist*-SHIFT makes outboarding as simple as automatic transmission makes driving. MARTIN AQUAMATIC *Twist*-SHIFT MOTORS are *More Fun to Run!*

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EXCLUSIVE *Martin* "Performance-Tested" FEATURES!

OIL-SEALED LOWER UNIT . Each moving part in a constant Oil bath . NO greasing ever!

MULTIPLE DISC CLUTCH

Does away with shear pins! If propeller hits a snag, it stops, as motor runs! Cleared propeller engages and starts AUTOMATICALLY!

VERTICAL STERN ADJUSTMENT

. . Allows correct boat trim when under way from inside the boat, by simply turning a single knob!

MECHANICALLY CONTROLLED INTAKE POPPET VALVES

. . Give you automotive smoothness, flood-proof starting, steady acceleration from turtle-pace trolling to thrilling full-throttle . . . in seconds!

PLUS . . . Inboard swivel (available on "45" and "75" models) ✓Full 360 degree steering ✓Micro-Gem forged counter balanced steel crankshaft ✓Matched, diamond-bored connecting rods ✓Machined and hardened chromium steel gears ✓Quiet, muffled, pre-cooled under water exhaust ✓Improved carburetion and cooling systems ✓And many others

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"Best Outboards

"Most Sensational Development in Outboard Motor History!"

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WITH ONE-HAND CONTROL

Backed by a History-Making

FULL-YEAR GUARANTEE

This protection is given to you in writing in the MARTIN MOTOR GUARANTEE BOND which comes direct-to-you from the factory at Eau Claire, Wisconsin. Never before has such an all inclusive guarantee been offered by any outboard motor manufacturer!

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Alternate Firing Twin
10 H. P. 62 lbs.

Martin 45

"Twist-Grip Control"
Alternate Firing Twin
4.5 H.P.
36 lbs.

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METAL DOLL HI-CHAIR

Here's the deluxe item that outsells any doll chair on the market. All steel construction, pastel blue baked enamel finish, ivory finish tray. Decal trim, rubber feet. Height 30". Packed semi K. D. Two to a carton.

No. 50676★—Mfr. No. 304/1

AMERICAN METAL SPECIALTIES CORP.

Dealer Price C72-60 E
Suggested Retail Price $3.95 ea.
Inv._____ **Pur.**_____

DOLL HI CHAIR

A sturdy high chair of wood construction with maple finish. Back and seat are covered with vinyl plastic. Stands 28" high by 12" by 12". One per ctn

No. 50678—Mfr. No. 15

DOLL FURNITURE CORP.

Dealer Price X22-60 J
Suggested Retail Price $3.95 ea.
Inv. **Pur.**_____

DOLL HI-CHAIR

Built extra sturdy for plenty of play, attractively maple varnished. Has swing back shaped tray, shaped panel back, foot rest. 30¾" high. Six per carton.

No. 50680—Mfr. No. 2525

TRANSOGRAM CO INC

Dealer Price G51-95 L
Suggested Retail Price $2.98 ea
Inv._____ **Pur.**

PLASTIC TABLE & CHAIRS

Sturdy plastic model of modern kitchen table and two kitchen chairs. Table has sliding utensil drawer and contrasting colored top. Contrasting colored chairs are sturdily reinforced. Table is 7" high, 10" long. Chairs are 8" high. Individually boxed. Six per carton.

No. 50697 — Mfr. No. 4561

IDEAL TOY CORP.

Dealer Price M51-62 Y
Suggested Retail Price $2.49 ea.
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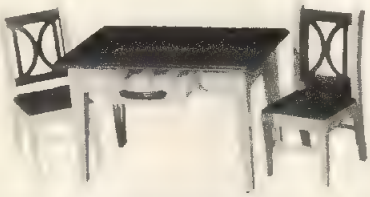


METAL DOLL HOUSE w/FURNITURE

Two story, 6 room Colonial Doll House with attached patio Completely furnished and with playground equipment and fence. Constructed of steel—all edges turned. Shipped knocked down, easy to assemble. Each room completely furnished with plastic scale furniture. 1 to carton

No. 50714—Mfr. No. 4084

LOUIS MARX & CO.

Dealer Price F93-25 R
Suggested Retail Price $4.95 ea.
Inv._____ **Pur.**_____

DOLL HOUSE DISPLAY

This is No. 50714 Doll House permanently set up for display as shown above

No. 50715—Mfr. No. 4084D

Dealer Price E46-00 S
Suggested Retail Price $6.00 ea.
Inv._____ **Pur.**_____

DOLL HOUSES

DOLL HOUSE WITH FURNITURE

Two-story Colonial type with garage and sun deck. Includes furniture for all 6 rooms plus sun deck. Constructed of heavy steel, colorfully lithographed. Size 33½" long, 12" deep, 18¾" high. Shipped K.D.—three per carton.

No. 50722—Mfr. No. 5049

LOUIS MARX & CO.

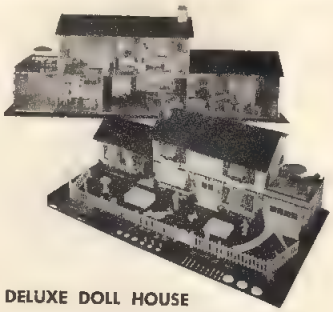
Dealer Price X65-20 5
Suggested Retail Price ..... $7.95 ea.
Inv. ..... **Pur.** .....

DOLL HOUSE DISPLAY

No. 50722 doll house permanently set up for display.

No. 50723—Mfr. No. 5049D

Dealer Price ..... H39-00 N
Suggested Retail Price ..... $9.00 ea.
Inv ..... **Pur.** .....



DELUXE DOLL HOUSE

A 145-piece set consisting of 2-story, 6-room metal doll house with garage, patio, rumpus room. Plastic furniture for all rooms, patio, and playground. Includes extra accessories such as awning, fence, kitchen utensils, etc. Measures 38" x 15½" x 9". One per carton.

No. 50728—Mfr. No. 4099

LOUIS MARX & CO.

Dealer Price ..... X36.50 X
Suggested Retail Price ..... $9.95 ea.
Inv. ..... **Pur.** .....

DELUXE DOLL HOUSE DISPLAY

No. 50728 doll house and accessories permanently set up for display.

No. 50729—Mfr. No. 4099D

Dealer Price ..... A211-00 G
Suggested Retail Price ..... $11.00 ea.
Inv ..... **Pur.** .....

CHEST OF DRAWERS

Has shaped top gallery. Sturdily constructed drawers. Slots cut into side boards allow effortless slide of drawer. Attractive maple finish. Overall size 14" tall, 11¾" wide, 7" deep. Completely set-up.

No. 50731—Mfr. No. 2191

TRANSOGRAM CO., INC.

Dealer Price ..... Y82-92 W
Suggested Retail Price ..... $4.49 ea.
Inv ..... **Pur.** .....

DOLL'S WARDROBE

Maple finished wardrobe with decaled door swings open to reveal shelf at top for dollies' clothes, hats, and shoes. Clothes rod under shelf. Overall size 17½" tall, 11" wide, 7" deep. Completely set-up.

No. 50735—Mfr. No. 2193

TRANSOGRAM CO., INC.

Dealer Price ..... L42-92 H
Suggested Retail Price ..... $4.49 ea.
Inv. ..... **Pur.** .....

HUTCH CUPBOARD

Designed with shaped gallery on top and sides. Two shelves, grooved to allow dishes to stand upright. Has storage space, swinging doors, smoothly sanded. Finished in maple. 20" high, 13½" wide. Four per carton.

No. 50736—Mfr. No. 2199

TRANSOGRAM CO., INC.

Dealer Price ..... D32-92 Q
Suggested Retail Price ..... $4.49 ea.
Inv. ..... **Pur.** .....

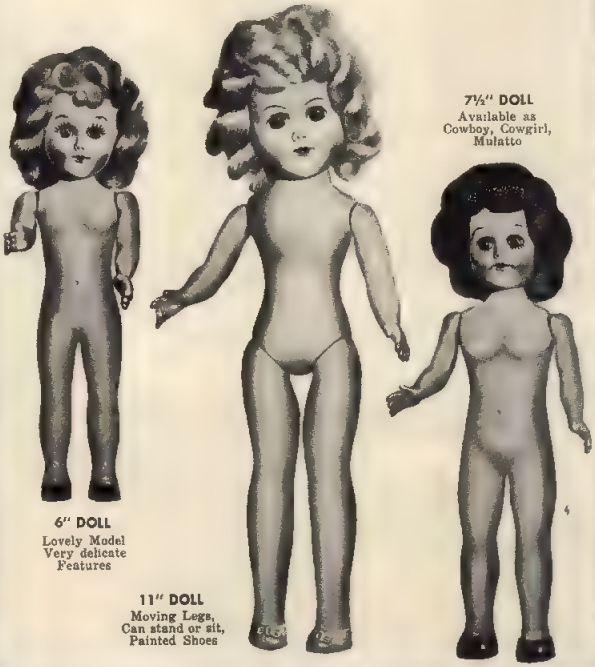
5½" DOLL
NEW! Beautiful features and color
7½" DOLL
Groom Model Plastic Hats Available
6" DOLL
NEW! Lovely Mulatto Doll
8" DOLL
NEW! Beautiful Child Doll. Can stand or sit. Painted Shoes
DOLL BODIES SUPPLIED WITHOUT WIGS.
PMA
WE DON'T DRESS OUR DOLLS—OUR CUSTOMERS DO!
PLASTIC MOLDED ARTS
INCORPORATED
1204 44th AVENUE • LONG ISLAND CITY 1, N. Y.

QUEENS THAT SELL

Do Business With the Leader in the MINIATURE DOLL field!

For tiny queens that bring huge sales, Plastic Molded Arts is tops in the line. Offering the greatest variety of numbers and sizes, all models have unbreakable plastic bodies. Specially designed to meet your dressing needs, all have moving heads, arms, eyes *(with lashes)*.

New and original numbers always coming out, with new faces and in new sizes. Plastic Molded Arts combines beauty with strong and sturdy make—a perfect combination for sales.



Pensick & for 27 years

in Wholesale Toys

PENSICK & GORDON, INC.

LOS ANGELES: 845 SOUTH LOS ANGELES STREET

Gordon, Inc.

the LEADER

for the West!

WEST'S LARGEST EXCLUSIVE TOY WHOLESALERS

SAN FRANCISCO: WESTERN MERCHANDISE MART

Just count the profit-making NEW GENERAL ELECTRIC

Here's the answer to every mixer question your customers can ask—the most modern—most advanced—most wonderful mixer General Electric has ever made. Look:

New Beater-release

.. lets your customers remove the beaters without the usual tug-of-war. Just reverse the speed selector (it's easy to demonstrate) and the beaters easily slide out!

New Positive Speed Control

...for every mixing job. Whatever the housewife is mixing from mashed potatoes to thick cake batters—she'll get plenty of power at exactly the speed she needs.

New Color Design

...the kind of good looks that will stop your customers and make them want to buy! Handsome all-white baked enamel finish—easy to clean and practically indestructible!

And these popular features, too:

Built-in light to shine down into the bowl—finger-tip speed-selector with twelve tested mixing speeds—three beaters (minus center shafts, which makes them easy to clean) to insure thorough mixing action. And a two- and four-quart bowl—plus a handy juicer—come with every mixer at no additional cost.

And don't forget, a food-chopper is available as a profit-making accessory

AND TALK ABOUT ADVERTISING SUPPORT!

During the four months before Christmas, there'll be a four-color, *double-spread* send-off in *Collier's*. Then there'll be full-page, full-color ads in *Collier's*, *McCall's* and *Household* the kind that really pre-sells your customers.

The man to contact is your G-E distributor. General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

You can put your confidence in—

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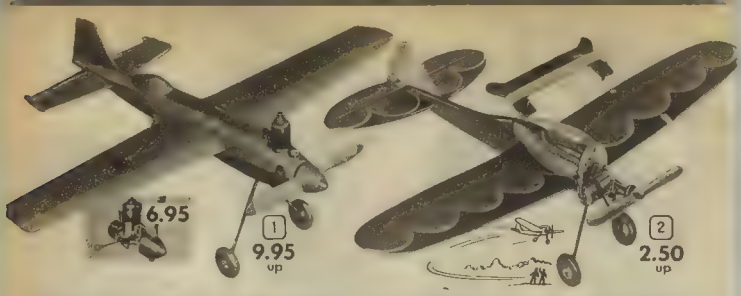
You can put your confidence in—



GAS ENGINE AEROPLANE OUTFIT—ENGINE

1. GAS POWERED MODEL AEROPLANE—plastic. Weighs 5½-oz. Wingspread 18-in. Fuselage 13-in. Adjustable flight control unit. 1 cylinder gas combustion engine, platinum glow plug. Complete accessory kit, starting battery. No fuel incl. Mail.
35 Y 6414E—Plane and kit. Ship. wt. 4 lb... **11.44**
35 Y 6415E—Without kit. Mail. Ship. wt. 3 lb. **9.95**
WEN-MAC .049 replacement motor. 1 cylinder engine. Flexible needle valve away from hot cyl.
35 Y 6475—Ship. wt. 12 oz. Mailable..... **6.95**

U-CONTROL PLANE—WASP, SPITFIRE ENGINES

2. JIM WALKER "FIREBABY" U-control plane. All parts finished, painted, fuel-proofed. Easy assembly. Bolt wing, motor in place, "gas up", take off! Wing span 19-in. Weight 3 oz. with "½A" engine. Slow-motion propeller for easy U-control learning. Adjusts to high speed. Climbs, dives, loops, flies upside down. No fuel incl.
35 Y 6476—No engine incl. Ship. wt. 1 lb. 2 oz. **2.50**
35 Y 6477—With Wasp engine. Wt. 5 lb. 8 oz. **7.85**
35 Y 6478—With Spitfire engine. Wt. 5 lb. 10 oz. **8.85**

AT RIGHT: Gilbert puzzle, erector, chemistry and microscope sets—all postpaid

3. GILBERT PUZZLE SET—20 separate teasers! All nickel plated steel. Box, 10x18x1¼-in. Ppd.
35 Y 6444—Illustrated instruction book..... **2.00**

4. GILBERT ERECTOR SETS—build models that work! Steel girders, brackets, wheels, nuts, bolts. Parts are interchangeable. Complete instructions.
No. 1½—4 sizes girders, 3 sizes baseplates.
35 Y 6424—Box, 13½x8¾x3¼-in. **2.00**
No. 2½—Over 75 models! Large disc wheels.
35 Y 6425—Box, 18x10x1½-in. Curved girders **3.50**
No. 4½—MECHANICAL MOTOR SET—Over 100 models! Wind-up motor runs hoist, windmill, etc. Incl. bridge tender's house.
35 Y 6426E—Box, 18x10x2⅜-in..... **7.95**
No. 6½—ELECTRIC ENGINE SET—Over 125 mod. 1-way motor has 5-position gearshift. Flex-O-Matic coupling. Make beacon, pump, etc. Mail.
35 Y 6427E—Metal cabinet 16x8¼x2¾-in.... **12.95**
No. 7½—ENGINEER'S SET — Over 150 models. Reversible gear shift electric motor, 2 drives, Flex-O-Matic coupling Steam boiler incl.
35 Y 6428E—Red metal cab., 18¼x10½x2⅞-in. **16.95**
No. 8½—ALL ELECTRIC. Over 180 models. Reversible motor, electro-magnet, lights. Flex-O-Matic coupling. 15 lb. of parts. Make magnetic crane, airplane beacon, bridges, etc. Red metal cab.
35 Y 6430E—30x12¼x2¾-in..... **23.50**
No. 10½—AMUSEMENT PARK SET—Over 300 mod. 25 lb. parts. Whole carnival, action models. 110-V. engine with forward, reverse operation—varied speeds. Incl. boiler, fly wheel equipment, electro-magnet, horses, bridge shack, lights, etc.
K35 Y 6431E—Steel case, 22x13⅛x2¾-in... **36.50**

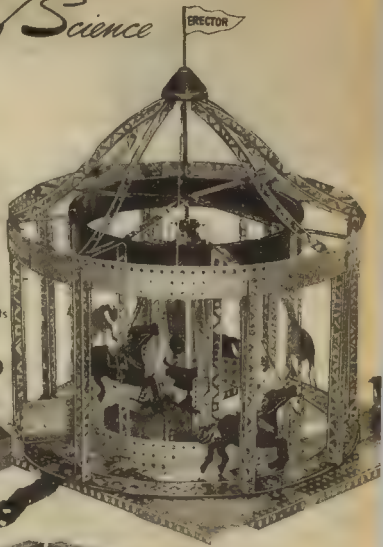
5. GILBERT MAGNIFYING MICROSCOPES.
No. 5—Polarizing 'scope magnifies 60 times. Easy to focus. Slides, dissecting tools, specimens.
35 Y 6438—Box, 18x10x2½-in. Inst. manual... **4.25**
No. 8—Polarizing lens. Revolving turret—3 lenses magnify 60, 90, 210 times. Rubber-friction focus. Dissecting stand, forceps, needles, slides, stains, 12 vials chemicals. Instruction manual.
35 Y 6440—Box, 18x10x2½-in. **8.75**
No. 20—Like professional scope! Magnifies 120, 200, 450 times. Exclusive polaroid device brings out color not seen with other 'scopes. Incl. 2 steel tube racks, chemicals, specimens. Slide out drawers with slides, parts. Top stage, substage lights. Dri-electric power pack, hand lens, alcohol lamp. Box: 20-in. x 3-7/16 x 14-in. high, open.
35 Y 6441—2 illustrated manuals..... **18.95**

6. GILBERT CHEMISTRY SETS. Instructions. Ppd.
No. 1—151 experiments. 23 piece set.
35 Y 6435—Chest, 18x10x1½-in. **2.25**
No. 3—Over 223 experiments, 26 pieces.
35 Y 6436—Laboratory chest, 9⅜x11x2½-in.. **4.50**
No. 7—389 chemical and 80 glass blowing experiments. 67 pcs. apparatus, chemicals.
35 Y 6437E—Metal chest, closed 9⅜x3¾x11-in. **9.95**
No. 11—ATOMIC ENERGY SET. 108 piece set! 128 page instruction book for 480 experiments! Also books: 'Atomic Energy', 'Glass Blowing', 'Chemical Magic', 'Chemistry in the Home'. Atomic energy apparatus—spin thariscope (watch disintegration), radio active Ore. Make magic rose, etc. 4 compart. hinged chest, 20x11½x2¾-in.
35 Y 6439E—Chest opens to 40½-in..... **21.50**

Order on Aldens easy credit —low as 3.00 monthly, see page 293.

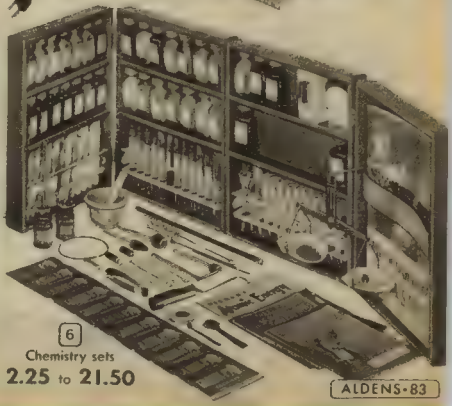
Gilberts Hall of Science

3
2.00



4
Erector sets
2.00
to
36.50

5
Microscope sets
4.25 to 18.95



6
Chemistry sets
2.25 to 21.50

Playful Puppets and Soft Stuffed Toys

COLORFUL, ENTERTAINING, WHIMSICAL...FAVORITES WITH ALL CHILDREN

A TO E "PETER PUPPET" MARIONETTES. Their amusing antics are fascinating to all boys and girls. So easy to operate that any child can make them dance, act and perform acrobatics. Patented "Unitrol" one-hand control. Sturdily made to take abuse; strings do not tangle readily. Composition heads, hands feet. Painted features; gay costumes. Instructions.

(A) WALT DISNEY MICKEY MOUSE. Whimsical little fellow dressed in cotton suit; big felt buttons.
48 T 1446—Abt. 12 in. tall. Ship. wt. 1 lb.... .1.98

(B) PRINCESS SUMMER-FALL WINTER-SPRING. Controllable mouth; she can "act" or "sing". Fringed felt outfit, "charm" necklace Yarn braids.
48 W 1444—Abt. 14 in. tall. Ship. wt. 1 lb.... 2.45

(C) HOWDY DOODY. His sassy face has controllable mouth that opens and closes when he "talks". Wears typical buckaroo outfit, "dancing boots".
48 W 1443—Abt. 17 in. tall. Ship. wt. 1 lb. 9 oz.2.89

(D) WALT DISNEY "DOPEY". Favorite of the "Seven Dwarfs". Controllable mouth make him "talk". Outfit includes cap and neckerchief.
48 T 1448—Abt. 12 in. tall. Ship. wt. 1 lb.....2.45

(E) WALT DISNEY MINNIE MOUSE. Mickey's little friend wears full cotton skirt. Felt bows on shoes.
48 T 1447—Abt. 12 in. tall. Ship. wt. 1 lb.... .1.98

F "KLINKY KLOWN". He's very gay and cute as can be. Wears a circus suit with removable jacket and ruff. Painted cap. Made of washable plastic that cleans readily with a damp cloth; stuffed with soft cotton. Klinky's funny features are painted. Fringe of yarn "hair".
48 T 1462 Abt. 17 in. tall. Ship. wt. 1 lb. 2 oz 1.85

G "HOL-LE" PINAFORE GIRL. Body, clothes and "hair" are all washable vinyl plastic, can be cleaned by wiping with a damp cloth. Stuffed with soft cotton. Dress, panties, pinafore are removable
48 T 1461—Abt. 14 in. tall. Ship. wt. 1 lb.. ...1.85

H SOFT CUDDLE DOG. This sleepy puppy has his nose snuggled between his paws for a snooze. He's extra soft and silky—made of fluffy rayon and cotton plush; has floppy big flannel-lined ears. Features are felt. Soft cotton stuffing Bell in tail.
48 T 1450—Abt. 15 in. long. Ship. wt. 14 oz. 2.69
48 T 1449—Abt. 8 in. long. Ship. wt. 10 oz....1.79

J GROWLING BEAR When you pick him up he growls in a way to delight little tots. He's soft and cuddly—made of silky rayon and cotton plush, stuffed with cotton. Has clamped-in rolling eyes and realistic vinyl plastic "snout". Ribbon bow.
48 T 1562—Abt. 18½ in. tall. Ship wt. 2 lbs. 4 oz.4.79
48 T 1561—Abt. 16 in. tall. Ship. wt. 1 lb. 8 oz.3.59
48 T 1560—Abt. 13 in. tall. Ship. wt. 1 lb.... 2.59

K L MUSICAL TOYS. Have concealed Thorens Swiss music boxes; wind them up and they play a tinkling tune. These toys are well-made; with ordinary care they will last indefinitely.

(K) MUSICAL TEDDY BEAR. Adorable pet with soft "coat" of silky rayon and cotton plush Vinyl plastic nose, mouth; sewed in button eyes, felt paws. Genuine Thorens Swiss music box.
48 T 1421—Abt. 13½ in. tall. Ship. wt. 1 lb. 4 oz.4.45

(L) MUSICAL SLEEPING BEAR. An appealing sleepy-time pet. Beautifully made of fluffy rayon and cotton plush with soft cotton stuffing. Floppy ears, embroidered features, felt paws. Genuine Thorens Swiss music box plays a lullaby
48 T 1528—Abt. 15 in. long. Ship. wt. 2 lbs. 6.39

M PUDGY PANDA. An appealing pet that's sure to be a favorite with tots. Made of soft, silky rayon and cotton plush. His washable vinyl plastic nose and mouth are ever so realistic; celluloid rolling eyes are firmly attached. Jaunty satin bow.
48 T 1420L—Abt. 23 in. tall. Ship. wt. 2 lbs. 4 oz.4.19
48 T 1419—Abt. 15 in. tall. Ship wt. 1 lb... ..2.69
48 T 1418—Abt. 11 in. tall. Ship. wt. 10 oz.. 1.69

N BUDGET TEDDY BEAR. All children's favorite Firmly attached celluloid rolling eyes. Cotton plush with cotton stuffing, floppy arms and legs. Felt tongue Satin bow around neck. Comes in three sizes including giant 30-in size.
48 T 1454M—Abt. 30 in. tall. Wt 5 lbs. 8 oz ..4.79
48 W 1438L—Abt. 19 in. tall. Ship. wt. 3 lbs.2.79
48 W 1437—Abt. 16 in. tall. Ship. wt. 1 lb. 8 oz.1.85

P LOVABLE BIG PIXY DOLL. Nice and soft for little arms to hug and squeeze. Made of plastic and cotton; cotton stuffed Saucy face with tinted features is washable. Fringe of yarn "hair".
48 T 1547 Abt. 19 in. tall. Ship. wt. 1 lb. . 92c

R BUGS BUNNY. The "cheeky" cartoon rabbit stands up alone clutching his carrot. Cotton-stuffed body is plush and felt; felt carrot. Painted buckram face Wired arms and legs.
48 T 1434—Abt. 19 in. tall. Ship. wt. 1 lb. 2 oz.3.69

T PLAID JUMPER GIRL. Big and huggable She's cotton stuffed and has painted face, vinyl plastic arms and legs. Wears removable rayon taffeta skirt, cotton blouse and cotton panties with elastic at waist and legs. Yarn "hair" in braids with perky hairbows.
48 T 1431—Abt. 21 in. tall. Ship. wt. 2 lbs.....2.79

U WASHABLE PUP. A playful-looking dog with big floppy ears. He's made of tough vinyl plastic stuffed with cotton. Overcast stitching.
48 T 1451—Abt. 7½ in. long. Ship. wt. 5 oz...85c

V WASHABLE HORSE. "Hol-le" Original toy. Gay candy stripes make him an appealing pet. Made of sturdy vinyl plastic with cotton stuffing. Overcast seams. Wears a tinkling bell.
48 T 1465—Abt. 11 in. tall. Ship. wt. 8 oz.....1.69

W WASHABLE TIGER. Cute and perky. Made of vinyl plastic, cotton-stuffed. Painted stripes and features. Finished with overcast stitching.
48 T 1452—Abt. 7½ in. long Ship. wt. 5 oz...85c

X "HOL-LE" ELEPHANT. Washable vinyl plastic with cotton stuffing. Big floppy ears, embroidered eyes. Finished with overcast stitching. Wears a tinkling bell tied around his neck.
48 T 1466—Abt. 9½ in. tall. Ship. wt. 12 oz.1.69

Y PLUSH PUSSY-CAT. A lovable little kitten made of soft rayon, cotton plush, cotton stuffed. Rolling celluloid eyes: "whiskers". Satin bow.
48 T 1430—Abt. 9 in. long Ship wt. 8 oz. 1.35

Z "ZANY PUPPET". Make this cunning baby kick her heels, wave her arms, put her chubby fists in her mouth—and assume other lovable and funny poses; flannel blanket conceals the movements of your fingers. Lifelike soft vinyl head, hands, feet are carefully molded, tinted. In cotton pajamas. Instructions.
48 T 1435—Abt. 10 in. tall. Ship. wt. 13 oz..1.69

AA TO DD WALT DISNEY HAND PUPPETS. Fun for all ages. Popular cartoon characters "come alive"—nod, bow, wave—when you move your fingers; mitt conceals hand. Flexible molded rubber heads, tinted features, cotton "suits", squeaker voices. Abt. 12 in. tall. Instr.
(AA) 48 T 1556—MICKEY MOUSE. Wt. 5 oz. 85c
(BB) 48 T 1557—MINNIE MOUSE. Wt. 5 oz. 85c
(CC) 48 T 1559—PLUTO. Wt. 5 oz. 85c
(DD) 48 T 1558—DONALD DUCK. Wt. 5 oz.. . 85c

EE PLUSH RIDING HORSE ON WHEELS. Steers like a velocipede; steel rod steering post has wooden handle. Brown rayon plush body is firmly stuffed. Simulated leather saddle; green felt blanket. Firmly attached glass eyes. Smooth plated steel undercarriage, chromed hub-caps. 4-in. red wheels, rubber tires. Ht. overall abt. 21 in., saddle to floor, abt 13½ in. Easily assembled.
48 T 1545M—Ship. wt. 8 lbs. *Maitable* ... 9.45

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128 WARDS ALL

NEW! Confederate Equipment

Be a real Commissioned Confederate Rebel Officer! Take command in your Officer's Sam Brown belt, holster, big pistol, hat, gloves and outfit, leggings. Aldens exclusive—packed with action, fun and thrills. Save nearly 1.00 on set! 6-Pc. Set includes Nos. 1 through 4, below.
35 Y 5708—Ship. wt. 4 lb. 7 oz.....**Set 8.99**

1. OFFICER'S BELT, HOLSTER PISTOL SET—Large, full size pistol looks real! Big 11-inch holster is of Gray leather. Adjustable "Sam Brown" belt of Gray genuine leather fits 26-30-inch waist. Red felt lining. Confederate flags decorate belt and 1 flat plug crossed rifle emblem (metal) decorate holsters!
35 Y 5704—Shipping wt. 2 lb. 7 oz....**Set 4.98**

2. OFFICER'S BOOT LEGGINGS — Gray sim. suede decorated with Rebel Flags. Slip on over shoes! Sizes: Sm., Med., Lge. State size.
35 Y 5707—Shipping weight 5 oz..... **89c**

3. OFFICERS GLOVES—Gray simulated suede. Decorated with Rebel flags. Please state size. Sizes: Small, 5; Medium, 6; Large 7.
35 Y 5706—Shipping weight 7 oz.....**Pair 1.98**

4. OFFICERS HAT—Confederate Colonel's rank! Gray felt fedora with Yellow piping and crossed rifle emblem (metal). State hat size when ordering. Sm., 6⅜; Med., 6⅝; Lge., 6⅞; Ex. Lge., 7⅛.
35 Y 5705—Shipping weight 1 lb. 5 oz.... **1.98**

5. NEW! CONFEDERATE OFFICER'S WALLET—Gray leather. Red-White piping, metal crossed rifle insignia. Bill, change compartments.
35 Y 5709—Celluloid windows. Wt. 5 oz... **89c**

Holster Sets

Cowboy essentials for rough-riders
Pistols, Genuine leather holsters!

1. STAR HOLSTER SETS. Was there ever a cowboy inclined lad who didn't want a "Shootin' iron" of his very own. Handsome 8½-inch leather holster—White pocket, Black leather trim conch. Black background. 29-inch adjustable Black belt. Star single shot pistol. Priced Aldens low!
SINGLE HOLSTER SET.
35 Y 5702.....**Set 89c**
Shipping weight 1 lb.
DOUBLE HOLSTER SET.
35 Y 5703.....**Set 1.79**
Shipping weight 1 lb. 8 oz.

2. RODEO DOUBLE HOLSTER SET. Want to be a real cowboy? Every straight shootin' buckaroo will be sure to have this good-looking, quick-draw holster set. Real leather 9½-in. holster—White pocket on Black background. Metal conch on pocket. 30-inch adjustable belt with round White leather conch. Black star. 2 repeating Rodeo pistols. Order now.
DOUBLE HOLSTER SET
35 Y 5701.....**Set 1.96**
Shipping weight 2 lb.

3. RODEO SINGLE OR DOUBLE set. He'll be the proudest kid on the block with this new, western thriller! 7½-in. Rodeo metal guns for quick-on-the-draw cowboys. Fit into 7½-in. leather holsters, rich Tan color. Rugged buckle decoration on holsters. ⅞-in. wide belt with 5 red bullets. Fits 22 to 27-in. waist.
SINGLE GUN SET.
35 Y 5756—Wt. 1 lb. 2 oz. **1.89**
DOUBLE GUN SET.
35 Y 5757—Wt. 1 lb. 13 oz. **2.98**

4. HUBLEY "COWBOY" GUNS with holsters. "West"! Metal 6 shooters 12-inches long. Revolving cylinder, side-break opening action. Custom-made holsters of tawny-color full grained natural leather — 9½-in. long. Bronzed saddle decoration, "Jewels", metal studs. "Ruby" and metal studs on 1½-in. wide belt, 4 dummy bullets. Fits 26 to 29-in. waist.
35 Y 5788—Single Gun Set. Wt. 2 lb. 9 oz.. **4.98**
35 Y 5782—Double Gun Set. Wt. 3 lb. 7 oz... **9.89**

5. TEX DOUBLE OR SINGLE GUN SET. Yipe-ee! Here's fun, action and thrills at your finger tips with terrific new "Tex" metal pistols, 7½-in. long. Embossed leather holster has black back with natural color pocket. Round Black leather conch trimmed with "jewels". 1-in. wide belt fits 20-24 in. waist. Embossed design of cowboy riding horse on sturdy 2½-in. metal buckle.
35 Y 5789—Single Gun Set. Wt. 1 lb. 6 oz... **2.98**
35 Y 5792—Double Gun Set. Wt. 1 lb. 14 oz... **4.98**

Use Aldens convenient credit plan for your Christmas gift shopping!

Finest holster sets

7.98 up

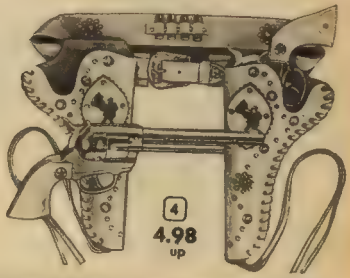
Famous cowboy pistol — finest made—revolving cylinder! Tan leather holster, belt—Black plastic trim. 10-in. holster sparkled with star rivets, "jewels". Black suede finish leather thong with cowboy insignia. 6¾-in. wide belt has metal conch with steerhead and 2 leather conches with rivets — also "jewels", 14 real-looking metal "bullets".

35 Y 5784—Single Set..... **7.98**
Shipping wt. 2 lb. 10 oz.
35 Y 5785—Double Set.... ..**12.48**
Shipping wt. 3 lb. 10 oz.

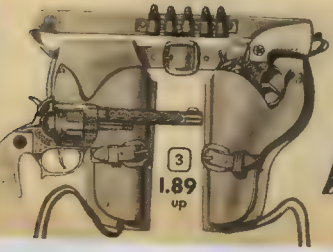
1
89c up

2
1.96

SHOP EARLY ON CREDIT—
pay over many months!
SEE PAGE 293



4
4.98 up



3
1.89 up

5
2.98 up

HALF SIZE FOR HALF PRICE 27.95

New electric portable sensation! For jr. miss, mother too! 2.80 down

- Lightweight portable weighs only 6½ lbs.
- Lock stitch mechanism assures rip-free, professional-looking sewing
- Tension regulator for all fabrics
- Fully adjustable stitch regulator
- Completely equipped with thread take-up lever, thread guide, needle bar
- Bobbin winder wheel—easy, fast to use
- Plus presser bar, presser foot, shuttle plate and spool pin. Screw change presser
- Enclosed trouble-free motor, U.L. Approved
- Machine of Brown metallized steel finish

Here's the lowest priced electric portable sewing machine today — complete with case and cord! Give the "Debutante" and you'll make 1952 the most sensational Christmas ever for all the ladies in your home. It's made with all the fine features found in large, heavier type machines see above. Fine for all types of home sewing! Ideal for teaching children to sew, teeners to make their own clothes! 10¼-in. high, 5¼-in. deep, 10½-in. long. Sturdy wood case covered in Brown simulated alligator leather. Machine anchored to case bottom. Uses White Rotary No. 1 needle, 1 needle, cord, included. Note: AC only.
35 Y 5848E—Mailable. Ship. wt. 11 lb. 27.95

AT RIGHT: Constructive toys for youngsters who like to make things!

1. 20-PC. BATHROOM CHEST! Teaches health habits! 5x7¼x 2-in. plastic kit with mirror. Kleenex, Py-Co-Pay jr. toothbrush, Ammident toothpaste, Ivory soap, soap dish, plastic cup, Band-aids, washcloth and rack, Animal decals.
35 Y 5820—Wt. 1 lb. 4 oz. . 1.79

2. JUMBO SEWING KIT! She'll love sewing for the 7-in. composition doll included! Movable arms, painted features. Plus 7 dresses, hat, 5 squares cloth, 2 cards of thread, scissors, thimble, hoop, needles. Embroidery instr. 15x12¼x2½-in.
35 Y 5809—Wt. 2 lb. 2 oz. . . . 1.79

3. ECONOMY SEWING KIT makes little fingers nimble, quick! 6-in. plastic doll with movable arms, painted features. 4 dresses, 2 squares of cloth, designs. Scissors, thread, thimble box nickel plated hardware. 13¾x9½x2½-in.
35 Y 5808—Wt. 1 lb. 6 oz. 98c

4. ECONOMY SEWING machine — actually sews! Turn wheel, spool unwinds thread. Machine is Black enameled, "gold" trimmed. With clamp. Imported. 4¾x 2¾x5½-in.
35 Y 5811 ..... 1.75
Ship. wt. 1 lb.

5. STANDARD SEWING machine — self-feed, stitches neat seams. Adjustable stitch-sizer. Suction cup feet. Nickel and enamel finish. Size: 4½x6¾x8½-in.
35 Y 5800 ..... 2.98
Ship. wt. 2 lb.

6. BEST, DELUXE sewing machine! Sews chain stitch. Self-feed; pressure foot lever. Rotary bobbin, adj. stitch. Heavy gauge steel. Maroon enamel. Size: 8x4x6½-in.
35 Y 5802 ..... 4.98
Ship. wt. 3 lb. 5 oz.

JEWELRY KIT — (not shown) puts little hands to work making necklaces, bracelets, pins, etc. Includes 24 plastic, metal trinkets. Chain, extra links. Link-bending tool. Directions.
35 Y 5812 ..... 98c
Ship. wt. 1 lb.

7. BIG JEWELY KIT — hours of indoor entertainment! 48 plastic and metal trinkets, chain with extra links — for necklaces, bracelets, key chains! Link tool, pliers, directions.
35 Y 5813 ..... 1.79
Ship. wt. 1 lb. 8 oz.

8. SHAVE-SHINE kit —spruce-ups for boys! Whisk broom, shave brush, plastic razor, 2 cardboard blades, shaving soap, Shinola polish, shine cloth. In convenient kit.
35 Y 5810—In kit 71c
Shipping wt. 11 oz.

9. "CURITY" Nurse kit. Nationally advertised! Includes all pieces a nurse uses, plus nurse cap.
35 Y 5815—In kit. 1.79
Ship. wt. 2 lb. 2 oz.
12-PC. NURSE KIT.
35 Y 5814—In kit. 98c
Ship. wt. 1 lb. 8 oz.

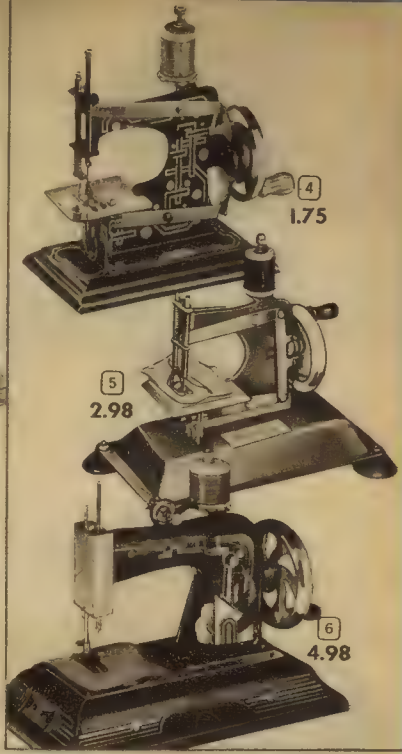
10. WEAVING LOOM— youngsters really make things with this set — 7½-in. squares can be used as hot pads! Sturdy metal loom. Complete with fabrics, patterns, instructions.
35 Y 5803 ..... 1.09
Ship. wt. 1 lb.

 Use Aldens credit to make this a Merry Christmas for everyone, see p. 293.

1 1.79

2 1.79

3 98c



4 1.75

5 2.98

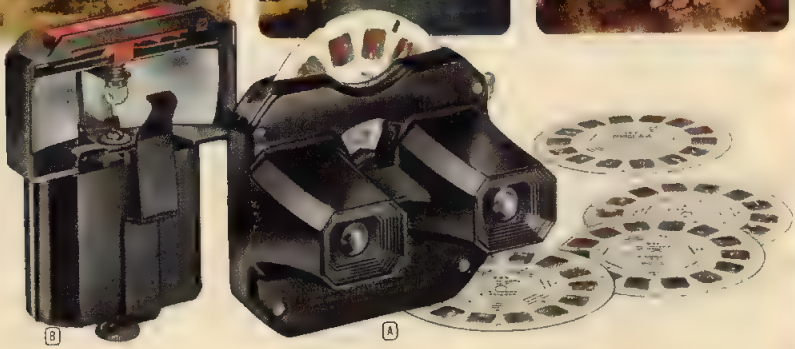
6 4.98

7 1.79

8 71c

9 98c up

10 1.09



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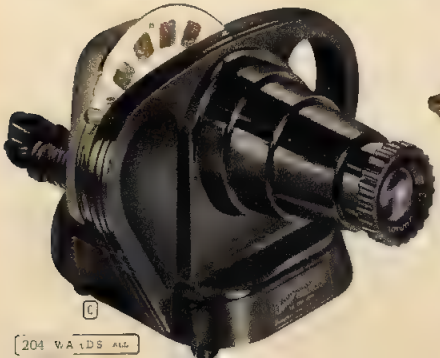

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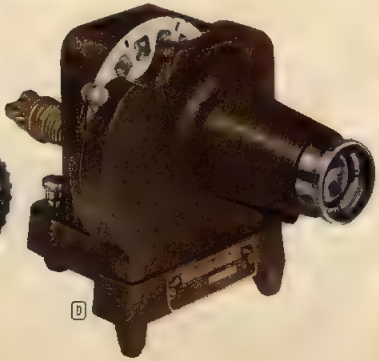

D

Sawyer View-Master

THRILLING THREE DIMENSIONAL PICTURES IN FULL COLOR

When you look at View-Master Pictures through the View-Master Stereoscope, it's like stepping through Alice's looking glass into a new world, but a real world. Every object in every picture has the fullness, the depth, the roundness of reality --you feel confident you can touch and even reach around and behind trees, rocks, and people.

You sit at home and get the very real illusion you are actually visiting such romantic places as Hawaii, enjoying the view from the rim of the Grand Canyon, or awakening to a magic fairyland come to life -all in breathtaking, natural full color.

The pictures are brilliant Kodachromes. They come in reels of seven full-color-three dimensional scenes -actually there are 14 pictures to each reel because each eye sees its own picture as in real life. There are more than 300 subjects for you to choose from, and they range from travel pictures and wild animals to dramatizations of fairy tales and Bible stories—for both children and adults. For the complete list write Wards for the View-Master Reel List.

(A) AND (B) VIEW-MASTER OUTFIT. Sturdy black plastic stereoscope (A) with changing lever, lighting unit (B) for even, diffused light for your pictures (order batteries separately), complete list of View-Master reels, cardboard storage box for 12 reels and choice 3 View-Master reels. *Postpaid.*

67 WN 3352 *State picture reels wanted by Title and Number* .....Outfit 5.00

67 WN 3417 De Luxe Outfit. Same as above but with plastic library box described at right instead of cardboard storage box. *State reels wanted by title and number*..6.85

67 WN 3335 –Stereoscope and three reels. *State reels by title and number*....3.00

(A) 67 WN 3332—Stereoscope only.... 2.00

(B) 67 WN 3412—Lighting unit only.. .2.00

67 W 2228—Batteries. Ship. wt. 8 oz. 2 for 25¢

67 WN 3313—View-Master Transformer (not shown). Lets you plug your lighting unit into regular 115 V., 60-cycle AC outlet for continuous lighting. Has 10-ft. cord. No batteries are needed. *Postpaid*.....3.00

(C) VIEW-MASTER JR. PROJECTOR. Low-priced metal and plastic projector for View-Master reels. No three-dimension effect, but throws brilliant images up to 18 inches square. F/3 lens; automatic reel advance.

67 WN 3333—*Postpaid*.....10.95

67 WN 3413 Replacement bulb. *Postpaid*.61¢

(D) VIEW-MASTER SENIOR PROJECTOR. Precision-made all-metal instrument for non-stereo projection (no third dimension) of View-Master reels only. Coated f/3 lens throws image up to 40 in. square with full color and detail. Built-in pointer can project shadow to pick out any part of picture. Titles reflect in side panel for identification. Flick of lever changes picture. No Credit Charge on this item.

67 WN 3419 -*Postpaid*.....47.50

67 WN 3421 -Replacement bulb. *Postpaid* 1.16

VIEW-MASTER LIBRARY BOX (shown below). Handsome maroon and ivory colored plastic box; holds Stereoscope and up to 100 reels.

67 WN 3334—Box only. *Postpaid*.....1.85

67 WN 3336 —View-Master Reels—*Postpaid. State Catalog Number, title, and reel number.* Six Reels for $2.00

RUDOLPH, THE RED-NOSED REINDEER. Scenes of Rudolph's triumph.
FT-25* Rudolph

CHRISTMAS STORY. Carved settings after famous paintings.
XM-1 Mary and Joseph
XM-2 The Shepherds
XM-3 The Wise Men

THE NIGHT BEFORE CHRISTMAS. Molded and carved figures enact the scenes of Clement Moore's poem.
FT 30* Night Before Christmas

ALICE IN WONDERLAND. Carved and molded figures show the most famous parts of Lewis Carroll's tale.
FT-20A* The White Rabbit
FT-20B* The Mad Tea Party
FT-20C* Croquet Game and Trial

THE PASSION PLAY. Scenes of the presentation at Oberammergau Germany in 1950. With printed story.
1550* Tableaux
1551* Part I
1552* Part II

FAIRY TALES. Molded and carved figures. With printed story.
FT-1* Little Red Riding Hood
FT-2* Hansel and Gretel
FT-3* Jack and the Beanstalk
FT-4* Snow White and 7 Dwarfs
FT-5* Cinderella
FT-6* Goldilocks and Three Bears
FT 7* The Three Little Pigs
FT-8* Little Black Sambo
FT 9* The Ugly Duckling
FT 50A* Aladdin and Lamp I
FT 50B* Aladdin and Lamp II
FT 51* The Magic Carpet

ADVENTURE. Exciting Kodachromes of real western heroes and animals.
975 Tarzan Rescues Cheta
945 Roy Rogers and Trigger
950 Gene Autry and Champion
955 Hopalong Cassidy (Bill Boyd)
960 Cisco Kid (Duncan Renaldo) and Pancho (Leo Carillo)
940 The Rodeo, U. S. A.
942. Cattle Roundup & Branding
911 Wild Animals in Natural Habitat (Africa)
910 African Animals in Zoo I
911 African Animals in Zoo II
912 Animals of India in Zoo
913 N. American Animals in Zoo
914 Animals of South America in Zoo
925 Performing Elephants
926 Performing Chimpanzees
927 Performing Lions

SAM SAWYER. The blonde haired apple cheeked boy adventurer.
SAM-1* Sam Flies to the Moon
SAM 2* Sam Finds a Treasure
SAM-3* Sam in the Land of Giants
SAM-4* Sam in Darkest Africa
SAM-5* Sam in the Land of Ice
SAM-6* Sam and the Flying Saucer Pirates

CARTOON CHARACTERS. Molded figures of animated movie people.
800 Bugs Bunny and Elmer Fudd in "The Hunter"
810 Tom and Jerry in "Cat Trap"
820 Woody Woodpecker in "The Pony Express Rider"

HOME OF SANTA'S WORKSHOP, North Pole. Live models in colorful settings.
9056 North Pole, New York

PEOPLES OF THE WORLD
175 Navajo Indians, New Mexico
286 Indian Tribal Ceremonial, Gallup, New Mexico
81 Hula Dancers I, Hawaii
323 Mexican Bullfight

FOREIGN TRAVELOGS
3100 Africa, Victoria Falls
595 Bermuda, Island of
670 Brazil, Rio de Janeiro I
4810 Hong Kong Colony
572 Cuba Havana I
3311 Egypt, Cairo
3303 Egypt, Pyramids & Sphinx
1001 England, London I
1002 England, London II
1013 England, Windsor Castle
1025 England Stratford-on-Avon
1401 France, Paris I
1402 France, Paris II
1410 France, Palace of Versailles
4300 India Ta Mahal & Red Fort
1301 Ireland, Blarney
1302 Ireland, Tipperary
4006 Israel, Bethlehem
4000 Israel, Jerusalem, The Holy City
501 Mexico City
511 Mexico, Acapulco
512 Mexico, Paracutin Volcano
1601 Italy, Rome
1602 Italy, Florence
1606 Italy, Venice
1612 Italy, Naples
2003 Switzerland, Bern
2001 Switzerland, The Matterhorn and Zermatt
2005 Switzerland, Zurich
2721 Vatican State, St. Peter's
2722 Vatican State, Buildings

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220 California -- Hollywood -- Homes of Movie Stars
221 California, Los Angeles
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201 California, Catalina Island
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290 Calif., Desert Wild Flowers
291 California Wild Flowers
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165 Florida, Miami
163 Florida, Miami Beach
166 Florida—Mainsland
162 Florida, U.S. Highway 1— Daytona to Key West
160 Florida—St. Augustine
161 Florida—Silver Springs
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333 Illinois, Chicago
288 Illinois, Abe Lincoln's New Salem and Springfield
331 Louisiana, New Orleans
332 Louisiana, The Mardi Gras New Orleans
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205 Minnesota Duluth and the North Shore Drive
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11 Nevada, Hoover (Boulder) Dam
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122 Utah, Mormon Temple, Tabernacle Grounds, Salt Lake
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136 Washington, D.C.—Government Buildings
137 Washington, D. C.—Scenes
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NATIONAL PARKS, MONUMENTS
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203 Black Hills of South Dakota
16 Bryce Canyon N.P. I, Utah
17 Bryce Canyon N P II, Utah
251 Carlsbad Caverns National Park I, New Mexico
252 Carlsbad Caverns, N.P. II
253 Carlsbad Caverns N.P. III
21 Crater Lake N.P. I, Oregon
234 Cave of the Winds, Colorado
124 Dells of Wisconsin
246 Denver and Denver Mountain Parks, Colorado
51 Garden of the Gods, Colorado
46 Glacier Nat'l Pk. I, Montana
25 Grand Canyon National Park, South Rim I, Arizona
27 Grand Canyon, South Rim II
80 Grand Canyon National Park Bright Angel Trail, Ariz.
31 Grand Canyon, Kaibab Trail
32 Grand Canyon, Havasu, Ariz.
36 Grand Canyon, North Rim
41 Grand Teton N.P. I, Wyoming
336 Great Smoky Mountains Nat'l Park Tenn. & N. Carolina
337 Great Smoky Mts., N.P. II
183 Lake Tahoe, California
339 Mammoth Cave N P I, Ky.
212 Mount Hood, Oregon
308 Mt. McKinley N P Alaska
81 Niagara Falls, New York
82 Niagara Falls in Winter
375 Niagara Falls, Ontario
91 Oregon Caves Monument I
177 Painted Desert, Arizona
176 Petrified Forest, Arizona
245 Pike's Peak, Colorado
105 Rainier N P Glaciers, Wash.
106 Rainier N.P. Sunrise Side
111 Redwood Highway I, Calif.
112 Redwood Highway II, Calif.
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261 Shenandoah Nat. Pk., Va.
131 Yosemite N P I, Calif.
132 Yosemite N.P. II, Calif.
128 Yellowstone Nat'l Park, Grand Canyon Area
127 Yellowstone Mammoth Area
128 Yellowstone—Old Faithful
129 Yellowstone—Lower Basin

*Reels marked thus include a printed story, scene by scene.

SUCCESSFUL MODEL AIRPLANE BUSINESS *is* BORN

Shortly after World War II, the Wen-Mac Corporation resolved to produce and market model airplanes which were (1) "ready to go," and (2) extremely durable. The members of the firm felt quite strongly that many additional modelers could be brought into the fold if it were made more easily possible for them to experience the thrill of successful controlled flight.

IT was recognized that there existed three principal deterrent factors to an immediate and complete flying model "national-consciousness." In the order of their importance they were:

(a) A lack of knowledge was evident on the part of the general public as to the vast scope of accomplishments in the field of model flying From a cross-section of one hundred people interviewed on the matter, only a very small percentage knew of the existence of internal combustion engines weighing less than an ounce; of simple control systems permitting actual control from the ground; or of planes designed for intricate stunting or speeds approaching 200 miles per hour

(b) A lack of patience and confidence was revealed by many potential modelers. Both young and old indicated they had neither the skill nor the patience to invest in a project of constructing a flying model. They felt that interest alone was not sufficient, and professed either inability or unwillingness to devote the painstaking care necessary to guarantee success on an initial effort at construction.

(c) Of the very small percentage of those interviewed who had personal experience with flying models, many succumbed to discouragement. They explained that at the time of their initial interest in flying models they invested time and money in the construction of airplanes which were demolished on the first attempt at flight. Hence—no further efforts in the direction of model flying.

With these important deterrent factors in mind, the Wen-Mac Corporation set the pattern for its operation.

Pattern of Operation

First, there was to be extensive consumer publicity. Every facility of the various advertising media was to be made use of. The general public must be apprised of the outstanding accomplishments in the field of model flying.

Second, airplanes were to be marketed which were completely prefabricated and totally assembled. Through the various channels of distribution an appeal must be made to that large group who had a potential interest in model flying, but not the patience or confidence to undertake the construction of their first model.

And Third, flying models were to be wholly constructed of a heretofore unused material—high impact plastic. Ruggedness and durability must be the keynote in the introduction of novices to the field.

The results of the Wen-Mac program have been very gratifying. Excerpts from recent editorial comments indicate the high degree of success enjoyed by the *Aeromite*, first of the Wen-Mac flying models produced under the three point program outlined above:

" . . modelers have taken the Wen-Mac *Aeromite* to heart. This ready-to-fly, 1/2A engine powered plane needs no introduction as it has sold since its introduction last summer in unbelievable quantities in hobby shops throughout the nation.

"An analysis of continued astoundingly high sales reveals two things:

"(a) The little 18" all-plastic plane has been brought to a point of perfection. It is made entirely and exclusively of *high-impact* material of amazing resilience and durability. It is truly a rugged ship—and with the new *no-stretch* control lines is a cinch for both beginner and advanced precision flying. The *Aeromite* is not only equipped with the finest of miniature engines, but also contains, completely installed and ready-to-go, the famous Jim Walker U-Control.

"(b) No flying model has ever received the all-out national and local publicity that has been given the *Aeromite* since its introduction. It is currently being featured on leading Radio and TV shows all over the country. It has received public endorse-

Wen-Mac's "Aeromite" . . . a fully assembled, plastic model.

ment by prominent Army and Navy Air Force leaders. It has been displayed and publicized with popular stars of stage and screen. And it has received enthusiastic featuring by the foremost hobby dealers of every state in the nation, Alaska and Hawaii

"There can be little question as to why the *Aeromite* is the fabulous *seller* that it is. It is a highly recommended and extremely attractive *quality* product which is receiving every advantage that accrues from a vigorous and well planned advertising campaign."

In its search for market expansion, the Wen-Mac Corporation was impressed with the need for flying models similar to the *Aeromite* which would be suitable for the very youngest groups evidencing air - consciousness. Since this group would include ages from four to eight years, it appeared that only the elimination of engine power was necessary. The model should still be properly designed for flight—and equipped with a functioning flight-control unit.

As a result of this line of thought, the Wen-Mac Corporation very recently released a sensational "little brother" to the *Aeromite*. A typical news comment on the new model is quoted:

"This newest item in the Wen-Mac line of completely prefabricated, ready-to-fly planes is a finely engineered, ruggedly constructed jet-wing which is hand-powered and equipped with a completely installed U-Control system.

"The most advanced features of recent U.S. and foreign developments in jet-propelled flying wings have been incorporated in this amazingly airworthy craft. Its excellent maneuverability, and extreme durability make it an exciting and highly instructive medium for the eventual transition to engine powered U-Control

"Appropriately enough, this new Wen-Mac thriller is called the *Aerobat*—and gives excellent promise of equalling the popularity of its "big brother, *Aeromite*."

The directors of the Wen-Mac Corporation feel that the future of air-modeling is very bright and intend to do all in their power to extend the national interest. Since national and world leaders are unanimous in the opinion that air power is and will continue to be a factor in determining economic and military leadership among nations, it does not appear improper to assume that the youngsters flying today's *Aeromites* and *Aerobats* will be the designers, producers, and flyers of tomorrow's most advanced aircraft. Thus will the United States retain its position as a leader among nations.

Glad to See 'Em!

• Most welcome visitors at our Chicago office on February 4 were Walt Billett, Lytton Calrow, Jim Lightfoot, Mrs. Calrow and Mrs. Lightfoot and Arnie Schultz, all from the Twin Cities. Included in the group was our good friend, Bobbye Hall, of Hall's Hobby House in Dallas. . . . None of them wore an MIA badge at the time of their call, but we recognized them anyway as important cogs in the Model Industry Association, then holding its annual convention and trade show in Chicago.

THANK YOU

• "We'd like to express our sincere thanks for sending us the issues of TOYS & NOVELTIES, which we have found very interesting. Be assured that at such time as we are able to enter this vast market, we will certainly remember the courtesy of your service." — Alexander Company, scale model products, Grand Rapids, Mich.

AMERICAN TOY FAIR
NEW YORK
MARCH 10-19

Department Store Hobby Show

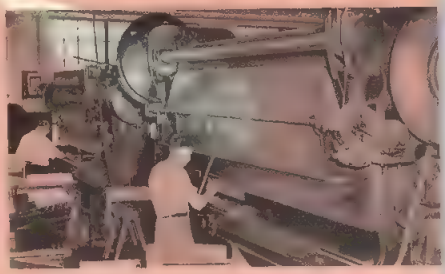
• The big department store of Jordan Marsh & Co., Boston, Mass., planned to hold a special hobby show for its customers, from February 18 to 23, with various model activities emphasized.

Wedding Bells Ring Out!

• Reported that Miss Edith Miller was married to Harry M. Balaban, of Western Model Distributors, Los Angeles, Calif., on January 24, 1952. Congratulations, Harry!

here's the inside story...

The views of the Fabricating Department shown here represent a few of the thousands of operations necessary to produce Castelli Metal Toys. All parts of each item are fabricated in our plant from raw steel allowing us to realize complete independence from outside sources for fabricated parts or sub-assemblies. This method of manufacturing affords you the assurance of quality products at the lowest possible cost.



F. C. Castelli Co.

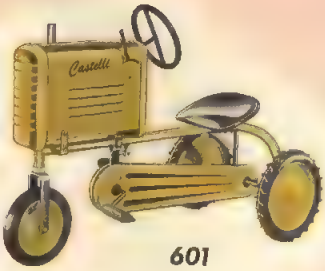
COTTMAN AND EDMUND STREETS
PHILADELPHIA 35, PA.

Still the Style Leaders!

Castelli

DURABLE WHEEL GOODS **JUVENILE METAL FURNITURE**

. . . and wise buyers know that Castelli products are still the profit leaders! Twenty years of experience places the Castelli line *first* in value, *first* in design and *first* in steady sales and profit.



601

250

300

F. C. Castelli Co.

COTTMAN AND EDMUND STREETS
PHILADELPHIA 35, PA.

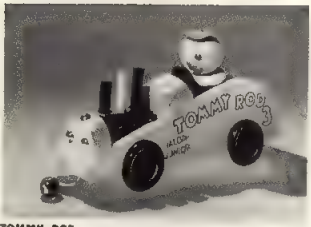
LEVY & FRYER, *National Sales Representatives, 200 Fifth Ave., N. Y. 10, Room 1453, WAtkins 4-4080*

introducing

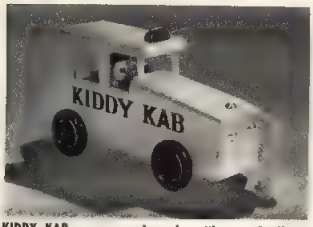
a new, original line of mechanical action toys

Here is a complete line of wooden mechanical action toys, designed for the age group which is responsible for more toy sales than any other — from 2 to 8 years. These colorful toys are built from sturdy woods, by the manufacturer of one of the world's finest motor boats. Century toys have everything it takes to appeal to both parents and children: eye-catching color, life-like action, realistic noise. Most important of all, they are priced to sell . . . and sell fast. Why not write us so we can have our representative show you how you can make money with these fascinating new toys?

FIRE BILLY... for every miniature "smoke-eater" every kid who wants to be a fire-chaser — here is an action toy with a bell that rings and the fire-chief moving up and down with compelling, life-like action. Model 100 — Size 10" long x 6" high.



TOMMY ROD... a miniature "hot-rod" with cylinders that move up and down, with real motor noise and a driver that bobs up and down with excitement. It's a fast motor car that kiddies love Model 200 — Size 10½" long x 5½" high



KIDDY KAB... a speedy cab, with sound effects like a real motor; both the driver and the passenger move up and down, fascinating motion to delight the youngsters and entice the parents. Model 300 — Size 10½" long x 6" high.

KIDDY KOP... a lively squad car with a red flasher and a ringing bell to warn the traffic and the pursuing officer bobbing up and down . . . was there ever a kid who did not want to be a Cop? Model 400 — Size 10" long x 6" high.

BEAUTIFULLY PACKAGED

EDUCATIONAL NEW

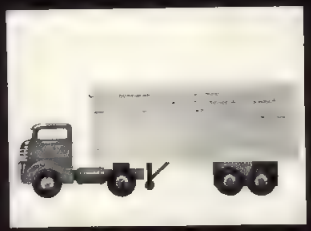
NATIONALLY ADVERTISED

Century

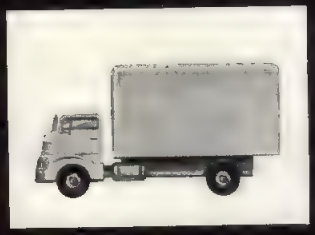
THOROUGHBRED TOYS

MILK WAGON ... life-like model of a milk delivery wagon, built to scale — the door opens and shuts and there are 2 cases of six bottles each, which can be loaded or unloaded. Model 500 — Size 14" long x 7" high.

CIRCUS WAGON ... this circus wagon shows plenty of action — the elephant waddles like a real live jumbo — with vinylite ears that flap in the breeze, the bells ring, the giraffe and the lion move. Model 600 — Size 18" long x 12" high.

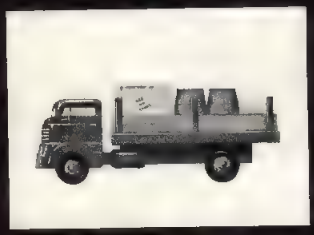


TRACTOR-TRAILER ... this trailer has 14 realistic rubber wheels, just like the big jobs. By turning the cab, the child can steer this life-like truck, which is a factual reproduction. Model T-101 — Size 18¼" long x 7½" high.



MOTOR VAN ... has rubber wheels and can be steered by turning the front cab. Has real cargo that can be loaded and unloaded. Model T-102 — Size 14" long x 7½" high.

GASOLINE TANKER ... a scale model of the large tankers. Can be steered by turning the front cab and has the colorful appearance that is a sure factor in building up volume sales. Model T-104 — Size 14" long x 5½" high.



MATERIAL STAKE TRUCK ... with real loose cargo of timbers that can be loaded and unloaded — has 6 real rubber wheels. Can be steered by hand, by turning the front cab. Model T-103 — Size 14" long x 5¾" high.

Century THOROUGHBRED TOYS

MANISTEE, MICHIGAN

SLEDS

36" ESKIMO SLED

Streamlined undergear with "T"shaped grooved runners of best crucible steel and curled ends 7" high at front, 5½" high at rear, 36" long. Top made of seasoned clear grained hardwood, streamlined steering bar. Top varnished natural, runners red. Packed two per bundle

No. 60731 — Mfr. No. 7436

GARTON TOY COMPANY

DEALER PRICE	SUGGESTED RETAIL PRICE
N72-18C ea.	$3.39 ea.

Inv._____ Pur._____

45" ESKIMO SLED

New, streamlined design with rear lower than front "T" shaped grooved runners of best steel, curled ends. Top finished in varnished natural with decorations, red runners 7" high at front, 5½" high at rear, 45" long. Streamlined steering bar Packed two per bundle

60733 — Mfr. No. 7445

GARTON TOY COMPANY

DEALER PRICE	SUGGESTED RETAIL PRICE
M23-24S ea.	$4.95

Inv. _____ Pur._____

36" YANKEE CLIPPER

Smartly streamlined, handsomely decorated and finished Strongly constructed of the best materials available Has spring steel runners grooved for speed and safety, a racing model—6" high in front, 5" high in rear. Width is 12". Weight only 7 lbs., but is sturdy

No. 60751 — Mfr. No. 10

S. L. ALLEN & CO., INC

DEALER PRICE	SUGGESTED RETAIL PRICE
J52-60Z ea.	$3.95 ea.

Inv._____ Pur._____

45" YANKEE CLIPPER

New as tomorrow—streamlined, rakish, speedy. Body is selected white ash. Spring steel runners grooved for speed and safety Reinforced standards absorb shock and side strain. Another racing model 6" high front, 5" high rear Color. red runners to contrast with black front

No. 60753 — Mfr. No. 12

S. L. ALLEN & CO., INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
E83-57V ea.	$5.45 ea.

Inv._____ Pur._____

FLEXIBLE AIRLINE PILOT

Smallest racing model in the Flexible Flyer line. Measures 41" long, 11¾" wide, 6" high in front, 5" high in rear. Has safe, super steering control, airline safety runners, strong steel front. It's strong and rigid, light but sturdy. Weight 9 lbs. Chinese red runners, black bumper

No. 60761 — Mfr. No. 41

S. L. ALLEN & CO., INC

DEALER PRICE	SUGGESTED RETAIL PRICE
S75-52L ea.	$8.50 ea.

Inv._____ Pur._____

SLEDS-BABY WALKERS

FLEXIBLE AIRLINE PURSUIT

This is a sled just right for the 10-year-old. There is quality built into every part. Measures 47" long, 11¾" wide, weighs 12 lbs. Has famous airline safety runners, improved steering control, strong steel bumper in front Body is made of selected white ash

No. 60763 — Mfr. No. 47
S. L. ALLEN & CO INC

DEALER PRICE	SUGGESTED RETAIL PRICE
H96-82U ea.	$10.50 ea.

Inv._____ Pur._____

FLEXIBLE AIRLINE JUNIOR

This is the most popular length in sleds—measures 51" long, 12" wide, weighs 12 lbs. It's right for any age. Spring steel runners deeply grooved for speed. Special "gooseneck" of runners gives more steering surface on snow. White ash body Strong steel bumper in front.

No. 60765 — Mfr. No. 51
S. L. ALLEN & CO. INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
X47-471 ea.	$11.50 ea.

Inv._____ Pur.

FLEXIBLE AIRLINE RACER

The largest of the racing models in the flexible line Measures 60" long, 13½" wide, weighs 18 lbs. It's a grand sled for "grown-ups" too. Has all quality features—improved, sharp steering control, strong steel front construction, genuine white ash body Spring steel grooved runners. Front bumper.

No. 60767 — Mfr. No. 60
S L ALLEN & CO INC

DEALER PRICE	SUGGESTED RETAIL PRICE
D79-42Y ea.	$14.50 ea.

Inv._____ Pur._____

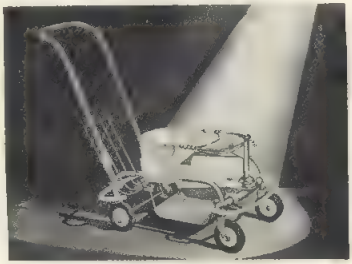
KIDDIE KAR WALKER

Tubular folding pusher with removable foot rest. Food tray with bead decoration. Coil spring shock absorbers on front wheels. 5" disc wheels, 5½" rubber tires. Self-oiling bearings. Width overall 17", length 29" Height of pusher 35" In blue with ivory seat One per carton set up

No 60875 — Mfr. No. 600
OAK HILL COMPANY

DEALER PRICE	SUGGESTED RETAIL PRICE
Z86-45A ea.	$9.95 ea.

Inv. _____ Pur _____



DELUXE BABY WALKER

The Murray-Go-Round. Tubular steel construction with ball bearing features. Kiln dried wood seat, 5" double disc ball bearing wheels, semi-pneumatic tires. Has rubber bumpers, food tray, beads, removable foot tray, package carrier, adjustable handle Blue and ivory finish One per carton.

No. 60890 — Mfr. No. H-111
MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
E210-94 ea.	$15.95 ea.

Inv._____ Pur _____

SEWING CARDS

COWBOY AND COWGIRL PAPER DOLLS

A new kind of paper doll. No tabs or glue required to hold clothes on. Powerful concealed magnet holds clothes on. Comes complete with a variety of colorful western costumes. Intriguing and interesting—the kids will love them.

No. 51494—Mfr. No. 4042
MILTON BRADLEY CO.

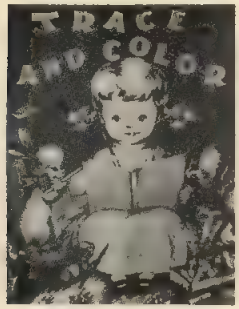
Dealer Price	O1-78 V
Suggested Retail Price	$1.19 ea.
Inv. _____ Pur. _____	

MISS AMERICA MAGIC PAPER DOLL

The now famous doll on which doll clothes cling like magic. This large set contains a wide variety of colorful, truly fashionable costumes, including Western and Ski clothes, as well as formal attire. Heavy tekwood doll figure

No. 51498—Mfr. No. 8275
PARKER BROS. INC.

Dealer Price	H51-33 W
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	



TRACE AND COLOR

Box contains a pad of 64 sheets of tracing paper and 64 pages of pictures to trace, half in color, and a pencil. Size of sheets is 8" x 11". Box size is 8½" x 11⅜".

No. 51510—Mfr. No. 5157
SAALFIELD PUBLISHING CO.

Dealer Price	X6-45 B
Suggested Retail Price	$.69 ea.
Inv. Pur	_____

SEWING CARDS

A well designed set of big sewing cards, each card showing some familiar animal. The set comes equipped with gaily colored laces. Ideal for very young children. Box size 10⅝" x 8⅜"

No. 51511—Mfr. No. 399S
PARKER BROS., INC.

Dealer Price	S3-67 Q
Suggested Retail Price	$ .98 ea.
Inv. _____ Pur. _____	

ANIMAL SEWING CARDS

Set consists of 14 colored punched cards and 14 colored lacings to use on the cards. All cards have animal pictures which have great appeal. Box size 15¼" x 5⅜".

No. 51512★—Mfr. No. 6020
SAALFIELD PUBLISHING CO.

Dealer Price	C9-65 N
Suggested Retail Price	$.98 ea.
Inv. _____ Pur. _____	

PAPER DOLL BOOKS

BRIDE AND GROOM PAPER DOLL BOX

Each doll is die-cut on heavy board with base and a standard. Contains 2 dolls plus 6 costume sheets. Dolls wrapped in cellophane.

No. 51488—Mfr. No. 5166
SAALFIELD PUBLISHING CO.

Dealer Price ..... P8-31 J
Suggested Retail Price $ .49 ea.
Inv. Pur

ANIMAL SEWING CARDS

Each box measures 8⅝" x 8⅝" and contains four colored punched cards to sew and four colored lacings. Cards feature popular animal pictures.

No. 51505—Mfr. No. 4165
SAALFIELD PUBLISHING CO.

Dealer Price ..... V4-23 G
Suggested Retail Price $ .39 ea.
Inv. Pur.

TRACE AND COLOR

Box contains 32 sheets of tracing paper and 32 pages of drawings, half in color. Size of sheets 8" x 11". Opens up new worlds of drawing and coloring to children.

No. 51507—Mfr. No. 4161
SAALFIELD PUBLISHING CO.

Dealer Price ..... A2-23 L
Suggested Retail Price $ 39 ea.
Inv Pur.

MAGIC MARY PAPER DOLL ASSORTMENT

The doll with the magnetic personality. No tabs or glue needed to hold clothes on. Dresses are held securely by tiny concealed magnet. Colorful wardrobe of 15 dresses. Four different numbers in assortments. Youngsters will go for these new dolls.

No. 51492—Mfr. No. 4010
MILTON BRADLEY CO.

Dealer Price ..... K5-78 M
Suggested Retail Price $1 19 ea.
Inv. Pur.

DARLING DOLLS PAPER DOLL BOX

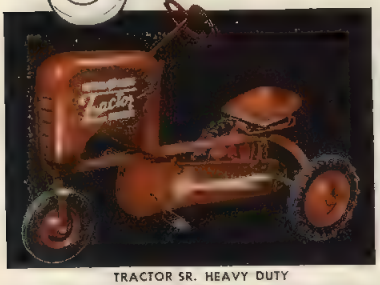
Just the thing for young folks. Box contains two die-cut dolls made of heavy board. Also there are 12 pages of doll costumes with which to dress dolls. Both dolls have natural-looking hair. Loads of fun for little girls. Box size is 11⅜" x 13¼".

No. 51493 — Mfr. No. 6027
SAALFIELD PUBLISHING CO.

Dealer Price ..... L8-65 T
Suggested Retail Price $ .98 ea.
Inv. Pur.

Meet
Be-EM-Cee

more profit for you in '52 with BMC!



TRACTOR SR. HEAVY DUTY

SPORTSTER FIRE CHIEF

FEATHER WEIGHT BIKE

RACER

Here's the line: "Young America's favorite TOY ride!"

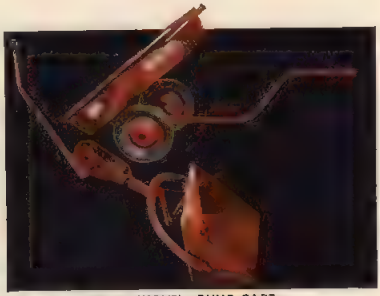
. . . the line that's bound to be top money-maker for you! *Ride along!* Promote more profit for yourself with BMC, *the only complete line* of juvenile wheel toys! BMC's the line that sells itself! Thirty-two sleek models designed especially for youngsters 3 to 8 years old—racers, autos, tractors, coaster wagons and sidewalk bikes . . . 8 models of fast selling attachments to bring you extra sales!

Shown on these pages are 8 reasons why BMC *is* the leader in the field of juvenile wheel goods!

BMC MANUFACTURING CORPORATION • BINGHAMTON, N. Y.

- NEW LOWER PRICES
- UNIQUE COOPERATIVE ADVERTISING PLAN
- NEW STYLING
- NEW MODELS
- NEW COLORS

TRACTOR JR. HEAVY DUTY



SCOOP SHOVEL DUMP CART—

THUNDERBOLT HOOK AND LADDER

WAGON

Engineered Lightweight!

LIGHTWEIGHT, for easy, effortless pedalling—*engineered* rugged for long life!

AUTHENTIC auto-type construction in every BMC wheel toy . . . and they're available in a great variety of practical, eye-appealing, baked enamel finishes! The sturdy, longer age-range features . . . the attachments that make BMC wheel toys *fun for MORE than one,* wins parents, too!

PRE-SOLD for you! BMC's telling the nation about Young America's favorite TOY ride! So stock the pre-sold line . . . the line that means rapid sales turnover . . . more profits! Stock BMC today!

The "Mark" in Wheel Goods

BMC MANUFACTURING CORPORATION • BINGHAMTON, N. Y.

PATENT OFFICE
MAR 18 1952

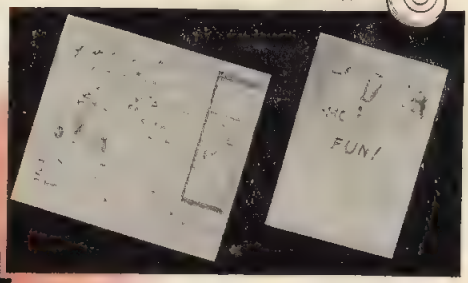
Better *telling* means better *selling* and BMC tells the Nation!

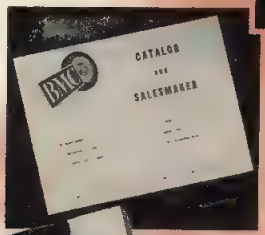
...gives you REAL help in selling Young America's favorite TOY ride!

Smart dealers all over the country are switching to BMC—because BMC sells your customers on the advantages of BMC wheel toys, and helps you sell this nationally famous line... the line that's already become *Young America's favorite TOY ride!*

So, let's tell 'em... and *let's sell 'em!* Get in touch with BMC for sales aids today!

Be-EM-Cee





CO-OP ADS

Sales-compelling ads on every BMC model, slanted to your own local level! The ads are designed to be run in your newspaper—costs to be paid for on a cooperative basis. Your local distributor will give you full details

TV SPOTS

20 second and 1 minute TV spots are available on the BMC Tractor, Racer, Sportster and Thunderbolt. Write or wire BMC for full information.

SALES MAKER

BMC's complete kit of ad layouts, mats and copy on every BMC model, ready to run in your newspaper

BOOKLETS

Send for BMC's complete line of dealer helps BMC FULL LINE FOLDER—designed for consumers as an envelope stuffer, BMC 6-page DEALER FOLDER, or 32-page—full-color CATALOGUE of the complete BMC line

Write or wire for full particulars!

The "Mark" in Wheel Goods

BMC MANUFACTURING CORPORATION • BINGHAMTON, N. Y.

GLOVES

Large Junior Fielders Glove. Genuine leather glove with patented half [illegible] plastic lined leather web. Well constructed heel. Elastic bound edge. Button strap. Packaged ½ doz. No less sold.
No. 6R7. Per dozen.....19.80

Shure Winner Youth's Fielders Glove. Genuine cowhide glove with leather lining. Fully oiled. Natural pocket. Adjustable thumb flap.
No. 6R11. Each 2.42

Shure Winner Fielders Glove. Large size fielders glove of genuine cowhide. Double sewed cowhide web. Leatherette bound wrist. Well constructed heel. Deep pocket fully oiled. Half leatherette lined. Each in carton.
No. 6R8. Each 2.94

Baseman's Mitt. Made of high-grade, fully oiled, tanned cowhide. Well made, hand-formed pad. Edges fully bound. Adjustable wrist strap.
No. 6R4. Each 3.56

Shure Winner Fielders Glove. Made of high grade tanned cowhide, fully oiled. Full leather lined. Leather welted seams. Two tackle loops between thumb and forefinger. Sewed heel.
No. 6R12. Each 3.92

Shure Winner Professional Fielders Glove. Extra large glove made of fully oiled tanned cowhide with full leather lining, leather welted seams, rolled binding and fully laced. One piece web.
No. 6R13. Each 5.95

Shure Winner Youth's Fielders Glove. Cowhide glove fully oiled and leather lined. Three finger model with solid loop and adjustable wrist strap.
No. 6R14. Each 2.68

Shure Winner Professional Fielders Glove. Three finger and thumb interlaced model made of fully oiled tanned cowhide. Leather lined with rolled binding. Lined back, well-built pad and formed pocket. Medium size.
No. 6R15. Each 4.28

Shure Winner Professional Fielders Glove. Three finger and thumb interlaced model with solid loop between thumb and forefinger. Streamlined back, made of high grade tanned cowhide, fully oiled, full leather lined, leather welted seams, rolled binding and laced heel, especially built pad, well-formed pocket.
No. 6R16. Each 4.78

Shure Winner Junior Baseman's Mitt. Made of genuine top grain cowhide, fully oiled and leather lined. Well-made felt pad, bound edges and adjustable wrist strap. Fully laced.
No. 6R17. Each...3.72

Shure Winner Professional Baseman's Mitt. Made of high grade fully oiled, tanned cowhide. With well-made, hand-formed pad. Rolled leather binding, leather laced throughout, and full cowhide lining. Adjustable wrist strap.
No. 6R18. Each 5.36

Shure Winner Catcher's Mitt. Genuine leather palm and finger lining, leatherette back. Well formed, deep pocket. Leatherette bound edges, elastic lacing all around. Adjustable wrist strap.
No. 6R18. Each 3.50

Shure Winner Catcher's Mitt. Made of the finest tanned cowhide with specially constructed felt pad. Greased palm full leather laced. Adjustable lined wrist strap.
No. 6R19. Each 5.36

Wilson Catcher's Mitt. High quality, specially tanned mitt leather. One piece palm molded over pad. Snap action lacing.
No. 6R113. Each 7.20

Wilson Catcher's Mitt. Made of high quality specially tanned mitt leather. Rolled leather binding. One piece palm molded over pad. Snap action lacing.
No. 6R114. Each 10.20

Wilson BASEBALL GLOVES

Wilson Boys' Ball Hawk 3. Good quality tan color cowhide with high grade felt padding. Fully oiled. Leather laced wrist.

No. 6R101. Each **3.14**

Wilson Professional Ball Hawk 3. Medium size 3-finger model, good quality cowhide, felt padded, stuffed heel. Oiled and greased pocket.

No. 6R102. Each **3.92**

Wilson Professional Ball Hawk 3. Good grade tan color cowhide. Hand formed felt pad. Rawhide lacing at wrist. 1 piece web. Adjustable wrist strap.

No. 6R103. Each **5.10**

Wilson Professional Ball Hawk 3. High quality cowhide with hand formed felt pad. Fully oiled and greased set pocket. Rawhide leather lacing. Flat leather binding.

No. 6R104. Each **7.20**

Wilson Ball Hawk 4. Four-finger model, made of good quality sturdy glove cowhide. Full size. Oiled pocket. Adjustable wrist strap.

No. 6R105. Each **5.20**

Wilson Ball Hawk 4. Four-finger model made of good quality tan color cowhide. Fully oiled pocket. Rawhide lacing at wrist. Adjustable leather wrist strap.

No. 6R106. Each **6.66**

Wilson Professional Ball Hawk 4. Four-finger model made of good quality tan color cowhide. Stuffed heel pad. Fully oiled, greased set pocket.

No. 6R107. Each **7.84**

Wilson Fielder's Glove. Large size five finger glove made of good quality tan color cowhide. Sheepskin lining, felt pad, stuffed heel. Fully oiled with greased set pocket. Chamois lining, leather laced wrist.

No. 6R115. Each **5.10**

Wilson Professional Fielder's Glove. Large size five-finger glove made of high quality glove leather. Full cowhide lining. Fully oiled with greased set pocket. Rolled leather binding.

No. 6R109. Each **7.20**

Wilson Spear-M Baseman's Mitt. Large size high quality cowhide mitt with leather binding. Wool and hair felt pad, fiber stuffing. Fully oiled, greased set pocket. Leather laced.

No. 6R110. Each **5.48**

Wilson Youth's Trapper Baseman's Mitt. Medium size mitt of good quality tan color cowhide with sheepskin lining, fiber reinforced stuffing. Fully oiled, greased set pocket.

No. 6R111. Each **7.06**

Wilson Professional Trapper Baseman's Mitt. Large size mitt of high quality cowhide. Hand formed felt pad and reinforcement. Full cowhide lining. Hand oiled, greased set pocket. Leather laced.

No. 6R112. Each **11.44**

BASEBALLS AND SOFTBALLS

Bounder Ball [illegible] with white imitation leather cover and hand- [illegible] for milk bottle, doll rack and all target games. Packed two dozen in a box (no less sold).

No. 5R1. Per dozen..... 2.25
Per gross 24.00

Shure Winner Baseball. Rubber [illegible] with compressed wool felt core, wound with a layer of heavy yarn and finished with cotton yarn to regulation size. Genuine pearl horsehide cover, handsewed with double red thread. Each ball wrapped in tissue. Packed one dozen.

No. 5R13. Per dozen.....7.60

Shure Winner Baseball. Double welded compressed felt center with cotton yarn winding. White alum horsehide cover double stitched with red thread. Each in box. Packed one dozen.

No. 5R9. Per dozen. 10.78

Wilson Official League Baseball. A sturdy ball for sandlot play, cork and rubber center. High grade yarn winding. Horsehide cover non-scuff and water repellent. Each in box. Packed one dozen.

No. 5R19. Per dozen.....17.24

Wilson Official Baseball. Made to Big League specification. Cushion cork center. Finest blue, grey and white wool yarn. Double hand stitched. [illegible] horsehide [illegible] water repellent. Each in box. Packed one dozen.

No. 5R20. Per dozen 23.52

Reach Official American League Baseball. Cushioned cork center. [illegible] grade horsehide cover [illegible] stitched with 4-ply linen thread. Each in box. Packed one dozen.

No. 5R12. Per dozen.....29.40

Shure Winner Regulation 12" Softball. Compressed cotton center wound with [illegible] yarn. Genuine horsehide cover machine stitched and vulcanized to core. Packed one dozen in a box.

No. 5R67. Per dozen. 6.46

Shure Winner Stitchless 12" Softball. Regulation size ball with compressed cotton center wound with cotton yarn. Genuine horsehide cover vulcanized to core. No stitches to wear out. Packed one dozen in a box.

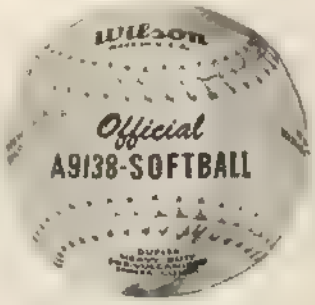
No. 5R68. Per dozen.....8.60

Shure Winner 12" Softball. Molded and baked wool center wound with a layer of heavy yarn and finished with cotton yarn to regulation size and weight. Genuine grain cowhide cover handsewed and double stitched with white thread. Packed one dozen.

No. 5R14 Per dozen... ... 10.58

Shure Winner Official 12" Softball. Made of good quality kapok, machine wound with cotton yarn under high tension. Cover is genuine horsehide machine stitched and vulcanized to core. Official size and weight, packed each in a box.

No. 5R73. Per dozen..... 13.10



Wilson Official 12 Inch Softball. New Java Kapok center with pre-vulcanized inner cover for extra long life. White washable leather cover.

No. 5R35. Per dozen... ..18.04

Wilson Official 12 Inch Softball. New Java Kapok center. It is pressed under the special Wilson method and double vulcanized. The cover is washable horsehide.

No. 5R36. Per dozen.....20.58

Young Official 12" Night Softball. Core is molded of long fibre Kapok, wound under high tension with cotton yarns, then thermatex sealed to insure maximum durability and longer life. Cover is of finest glazed white cowhide. Hand stitched in flat seam style with strong waxed 5 ply thread. Official size and weight, packed each in a box.

No. 5R74. Per dozen.....21.96

Official "Clincher" 16 Inch Softball. Kapok molded by "steam-weld" method, wound with cotton yarn. Horsehide cover sewn by "Clincher" method, concealing thread. Each in box.

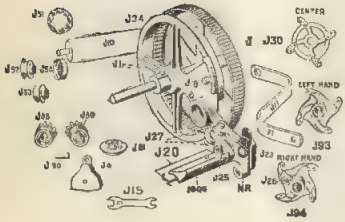
No. 5R10. Per dozen.....24.20

Shure Winner Official 16" Softball. Made with 100% private estate kapok, wound under high tension with cotton yarns. Thermatex sealed to insure long life and maximum durability. Cover is genuine horsehide, machine stitched and vulcanized to core. Packed each in a box.

No. 5R69. Per dozen.....24.15

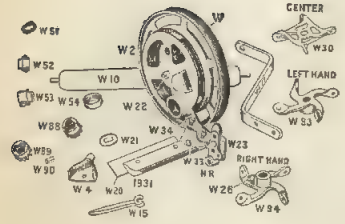
DILLE AND McGUIRE LAWN MOWER REPAIR PARTS

Aero and Magnolia



No.	Part				Each
J	—Drive Wheel, both alike				$2.25
NR	—Right Hand Roller Bracket				.20
NL	—Left Hand Roller Bracket				.20
J34	—Right Hand Side Plate				2.25
J33	—Left Hand Side Plate				2.25
J4	—Pinion Cap				.25
J88	—Right Hand Pinion				.35
J89	—Left Hand Pinion				.35
J90	—Ratchet Pawl				.05
J15	—Wrench				.05
J18	—Pinion Cap Bolt				.05
J21	—Drive Wheel Washer				.05
J23	—Roller Bracket Bolt				.15
J24	—Bolt for Handle Iron				.15
J26	—Set Screw for Spider				.15
J27	—Adjusting Screw for Knife Bar				.15
J50	—Wood Handle, complete				1.75
J51	—Ball Retainer and Balls				.40
J52	—Right Hand Ball Bearing Cone				.65
	Pointed Screw for Right Hand Cone				.15
J53	—Left Hand Ball Bearing Cone				.65
	Cup Pointed Screw for Left Hand Cone				.15
J54	—Ball Bearing Cup				.35
J55	—Lower Blade Screw				.05
Size Mower			14"	16"	18"
No. J1906	—Straight Knife Bar	Ea.	$1.35	$1.60	$1.85
No. J7	—Straight Knife	"	.70	.75	.80
No. J8	—Spiral Cutter, complete	"	5.00	5.65	6.25
No. J10	—Wood Roller	"	.85	.95	1.10
No. J11	—Handle Iron, both alike	"	.45	.50	.55

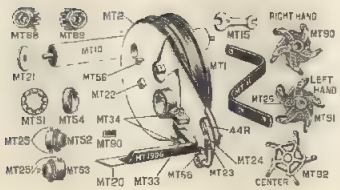
Turfmaster



No.	Part				Each
W-RT	—Drive Wheel with Rubber Tire, both alike				$3 50
W	—Drive Wheel without Rubber Tire, both alike				2.25
RT	—Rubber Tire only				1.25
NR	—Right Hand Roller Bracket				.20
NL	—Left Hand Roller Bracket				.20
W2	—Right Hand Side Plate				2.25
W3	—Left Hand Side Plate				2.25
W4	—Pinion Cover				.25
W88	—Right Hand Pinion				.35
W89	—Left Hand Pinion				.35
W90	—Ratchet Pawl				.05
W15	—Wrench				.05
W22	—Drive Wheel Bolt				.15
W25	—Pointed Screw for Right Hand Cone				.15
W25½	—Cup Pointed Screw for Left Hand Cone				.15
W18	—Pinion Cap Bolt				.05
W21	—Drive Wheel Washer				.05
W23	—Roller Bracket Bolt				.15
W24	—Bolt for Handle Iron				.15
W33	—Bolt for Knife Bar				.15
W34	—Adjusting Screw for Knife Bar				.15
W26	—Set Screw for Spider				.15
W50	—Wood Handle, complete				1.75
W51	—Ball Retainer and Balls				.40
W52	—Right Hand BB Cone				.65
W53	—Left Hand BB Cone				.65
W54	—Ball Bearing Cup				.35
Size Mower			14"	16"	18"
No. W1931	—Cast Lower Knife Bar	Ea.	$1.35	$1.60	$1.85
No. W20	—Straight Steel Knife	"	.70	.75	.80
No. W300	—Spiral Cutter, complete	"	5.00	5.65	6.25
No. W10	—Wood Roller	"	.85	.95	1.10
No. W11	—Handle Iron, both alike	"	.45	.50	.55

DILLE AND McGUIRE LAWN MOWER REPAIR PARTS

Lawnmaster

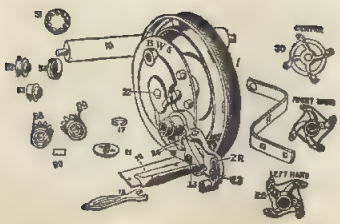


Note: Mower is right or left as you push.

No.	Part	Each
MT1-RT	—Drive Wheel with Rubber Tire, both alike	$3.75
MT1	—Drive Wheel without Rubber Tire, both alike	2.25
1159	—Rubber Tire only	1.50
44R	—Right Hand Roller Bracket	.20
45L	—Left Hand Roller Bracket	.20
MT2	—Right Hand Side Plate	2.25
MT3	—Left Hand Side Plate	2.25
MT88	—Right Hand Pinion	.35
MT89	—Left Hand Pinion	.35
MT90	—Ratchet Pawl	.05
MT15	—Wrench	.05
MT22	—Drive Wheel Bolt	.15
MT25	—Pointed Screw for Right Hand Cone	.15
MT25½	—Cup Pointed Screw for Left Hand Cone	.15
MT21	—Drive Wheel Washer	.05
MT23	—Roller Bracket Bolt	.15
MT24	—Bolt for Handle Iron	.15
MT33	—Bolt for Knife Bar	.15
MT34	—Adjusting Screw for Knife Bar	.15
MT26	—Set Screw for Spider	.15
50	—Wood Handle, complete	1.75
MT50	—Metal Handle, complete	2.00
MT51	—Ball Retainer and Balls	.40
MT52	—Right Hand BB Cone	.65
MT53	—Left Hand BB Cone	.65
MT54	—Ball Bearing Cup	.35
MT56	—Screw for Lower Knife	.05
MT57	—Oil Cup	.05
MT58	—Chromium Hub Cap	1.25

Size Mower		16"	18"
No. MT1906	—Cast Lower Knife Bar	Ea. $1.60	$1.85
No. MT20	—Straight Steel Knife, for above	" 1.00	1.15
No. MT300	Spiral Cutter, 5 Knives, c'mpl'te	" 6.25	6.90
No. MT10	—Rubber Roller	" 1.50	1.65
No. MT11	—Handle Iron, both alike	" .50	.55

Diamond De Luxe

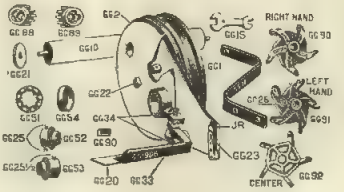


No.	Part	Each
BW-RT	—Drive Wheel for Rubber Tire, both alike	$2.25
RT10	—Rubber Tire	1.25
ZR	—Right Hand Roller Bracket	.20
ZL	—Left Hand Roller Bracket	.20
BW5	—Right Hand Side Plate	2.25
BW6	—Left Hand Side Plate	2.25
1906	—Lower Knife Bar—16 inch	1.60
20	—Steel Knife—16 inch	.75
10	—Wood Roller—16 inch	.95
88	—Right Hand Pinion	.35
89	—Left Hand Pinion	.35
90	—Ratchet Pawl	.05
21	—Drive Wheel Washer	.05
50	—Wood Handle, complete	1.75
51	—Ball Retainer and Balls	.40
52	—Right Hand Ball Bearing Cone	.65
53	—Left Hand Ball Bearing Cone	.65
54	—Ball Bearing Cup	.35

DILLE AND McGUIRE LAWN MOWER REPAIR PARTS

Grass Groomer

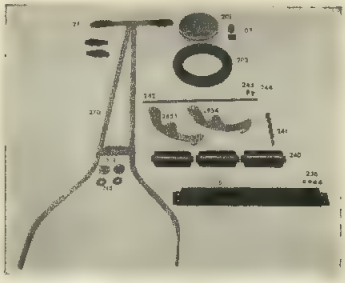
No.	Part	Each
GG1	Wheel for Rubber Tire	$2.25
X1189	Rubber Tire	1.50
JL	L.H. Roller Bracket	.20
JR	R.H. Roller Bracket	.20
GG3	L.H. Side Plate	2.25
GG2	R.H. Side Plate	2.25
GG1906	16 Inch Lower Knife Bar	1.60
	18 Inch Lower Knife Bar	1.85
GG20	16 Inch Straight Steel Knife	.75
	18 Inch Straight Steel Knife	.80
GG300	16 Inch Spiral Cutter, complete	5.65
	18 Inch Spiral Cutter, complete	6.25
GG10	16 Inch Rubber Roller	1.25
	18 Inch Rubber Roller	1.50
GG11	16 Inch Handle Iron, both alike	.50
	18 Inch Handle Iron, both alike	.55
GG88	R.H. Pinion	.35
GG89	L.H. Pinion	.35
GG90	Ratchet Pawl	.05
GG15	Wrench	.05
GG22	Drive Wheel Bolt	.15
GG52	R.H. Ball Bearing Cone	.65
GG53	L.H. Ball Bearing Cone	.65
GG25	Screw for R.H. Cone	.15
GG25½	Screw for L.H. Cone	.15
GG51	Ball Retainer and Balls	.40
GG54	Ball Bearing Cup	.35
GG21	Drive Wheel Washer	.05
GG23	Roller Bracket Bolt	.15
GG24	Bolt for Handle Iron	.15
GG33	Bolt for Knife Bar	.15
GG34	Adjusting Screw for Knife Bar	.15
GG26	Set Screw for Spider	.15
GG36	Screw for Lower Knife	.05
GG50	Wood Handle, complete	1.75

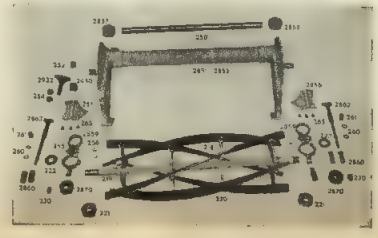


PARTS FOR CLEMSON LAWN MOWERS

For Model D17

No.	Part	Each
201	Wheels	$4.00
213	Wheel Bolts	.30
214	Wheel Lock Washers	.10
220	Reel complete	10.00
221	Reel Bearings	1.60
222	Reel Bearing Seals	.10
235	Bed Knife	3.00
236	Bed Knife Screws (set of 4)	.20
241	Roller Bearings (set of 6)	.50
2851	Main Frame	8.00
2853	L.H. Roller Frame	1.00
2854	R.H. Roller Frame	1.00
250	Height Adjusting Shaft	.40
2857	Height Adjusting Gears, L.H.	.40
2858	Height Adjusting Gears, R.H.	.40
2930	Height Adjusting Rack	.40
252	Height Adjusting Rack Cork	.10
2932	Height Adjusting Wing Screws	.40
254	Height Adjusting Jamb Nut (set of 2)	.20
2859	Reel Seat Frames	.40
255	Reel Seat Frame Screw and Nut (set of 2)	.20
256	Reel Frame Tension Springs (set of 4)	.20
2860	Reel Adjusting Screws	.20
2862	Reel Adjusting Key Wrenches	.40
260	Reel Adjusting Cup Washer (set of 4)	.20
261	Reel Adjusting Springs	.10
2855	Dust Covers	.40
2856	Dust Covers	.40
265	Dust Cover Screws (set of 6)	.20
271	Plastic Handle Grips	.40





Novelty Dolls with Latex Arms and Legs

No. 5017—Baby Doll with Latex Rubber Arms and Legs. Has soft, natural flesh color latex rubber legs and arms with cotton stuffed body. Movable composition head with fine mohair wig nicely curled. Crying voice, bright glassine sleeping eyes with long lashes, open mouth showing teeth and tongue. Dressed in assorted color, two-tone silmon dress, pink, yellow and blue, lace and embroidery trimmed and matching bonnet. Rubber panties, rayon slip, shoes and socks. Height, 18 inches. (Suggested Retail Price $4.95)

Each **$3.10**
Per dozen **$34.50**

No. 5030—Baby Doll with Latex Rubber Arms and Legs. Natural flesh color latex rubber arms and legs with soft cotton stuffed body. Composition movable head, bright glassine sleeping eyes with lashes, open mouth showing teeth. Dressed in assorted blue, pink and yellow two-tone sheer silmon dress beautifully trimmed with matching bonnet. Has fine curled wig, crying voice, rubber panties, slip, shoes and socks. Height, 28 inches. (Suggested Retail Price $8.50)

Each **$4.85**
Per dozen **$55.50**

No. 5028—Baby Doll with Latex Rubber Arms and Legs. Composition head, open mouth showing teeth and tongue, loud crying voice and sleeping glassine eyes with long lashes. Has natural appearing curly wig and soft latex rubber arms and legs with well stuffed body. Attractively dressed in assorted color, plaid rayon pinafore dress with silmon blouse and matching bonnet, rubber panties, shoes and socks. Height, 24 inches. Individually boxed. (Suggested Retail Price $6.95)

Each **$4.25**
Per dozen **$48.00**

No. 5027—Baby Doll with Latex Rubber Arms and Legs. Beautifully made with fleshlike rubber composition arms and legs and soft, cotton stuffed body. Has movable composition head, nicely tinted features, open mouth with tongue and teeth, sleeping glassine eyes with lashes and attractively curled wig of fine mohair material. Crying voice, rubber panties, rayon slip, shoes and socks. Dressed in attractive, assorted pink, blue and yellow two-tone silmon dress beautifully trimmed and matching bonnet. Height, 24 inches. (Suggested Retail Price $5.95)

Each **$4.25**
Per dozen **$48.00**

No. 5029—Baby Doll with Latex Rubber Arms and Legs. Arms and legs of flexible latex rubber, plastic composition head and soft, cotton stuffed body. Bright glassine sleeping eyes with lashes, crying voice, open mouth with teeth. Dressed in assorted pink or blue two-tone satin dress gorgeously trimmed with matching bonnet. High quality curled wig, slip, rubber panties, shoes and socks. Height, 28 inches. (Suggested Retail Price $7.95)

Each **$4.60**
Per dozen **$52.50**

No. 5018—Baby Doll with Latex Rubber Arms and Legs. Soft cotton stuffed body, loud crying voice, sleeping glassine eyes with long lashes. Composition head, open mouth showing teeth and tongue. Fine quality curly wig and tinted face features. Beautiful assorted two-tone satin dress in assorted blue and pink colors beautifully trimmed and with bonnet to match. Complete with slip, rubber panties, shoes and socks. Height, 24 inches. (Suggested Retail Price $5.95)

Each **$3.75**
Per dozen **$42.00**

Famous Horsman 'Fairy Skin' Baby Dolls

No. 5004—Horsman Pigtail Doll. A doll for the slightly older girl with soft, fleshlight "Fairy Skin" body, head, arms and legs. Head can be tilted or turned, jointed legs and arms, completely washable. Dressed in attractive silk plaid dress with lace trimming, Saran wig with lengthy pigtails tied with ribbon bows. Plastic shoes and stockings. Large shining glassine eyes, long lashes and coo voice. Complete with plastic curlers for waving hair. Height, 21 inches. (Suggested Retail Price $11.95)

Each **$7.25**
Per dozen **$84.00**

No. 5006—Horsman "Vinyl" Baby Doll. The "Fairy Skin" doll with popular Saran hair that can be shampooed, curled, waved and combed and will not change color. Supplied with Vinyl curlers for waving hair. Coo voice, shiny large glassine sleeping eyes with real lashes, turning head. Dressed in lace trimmed ninon dress with matching bonnet. Cotton slip and panties, plastic socks and shoes. Height, 23 inches. (Suggested Retail Price $10.95)

Each **$6.75**
Per dozen **$78.00**

No. 5005—Horsman "Vinyl" Doll. Made entirely of "Fairy Skin" fleshlike material with head that can be turned or tilted, legs and arms jointed, entirely washable. Saran wig can be waved, washed and curled. Curlers included. Dressed in beautiful embroidery trimmed criskay dress fine straw hat, plastic shoes and stockings. Height 21 inches. (Suggested Retail Price $10.95)

Each **$6.75**
Per dozen **$78.00**

No. 5008—Horsman Gretchen Doll. Beautifully dressed in ruffled organdy pinafore over a fine criskay dress. Features a Saran wig made up in rolled braids and bangs. Vinyl plastic hair curlers included. Washable doll made of fleshlike "Fairy Skin" with jointed arms and legs, head can be turned or tilted. Shining glassine eyes with long lashes, coo voice, plastic shoes and stockings. Height, 21 inches. (Suggested Retail Price $11.95)

Each **$7.25**
Per dozen **$84.00**

No. 5003 — Horsman Toddler Doll. Popular vinyl plastic head, arms and legs with cuddly stuffed body dressed in assorted color Hanes sleeping garment. Glassine sleeping eyes with lashes and delicately hand-painted features. "Miracle Hair" of Saran imbedded in the head in short curls which can be washed, combed and curled. Crying voice. Height, 22 inches. (Suggested Retail Price $10.95)

Each **$6.75**
Per dozen **$78.00**

No. 5007 — Horsman Standing Girl Doll. A doll with the new Saran wig gathered in back with ribbon bow and bangs of ringlet curls, washable and can be combed and curled. Plastic curlers included. Plastic shoes and socks, "Fairy Skin" construction, glassine eyes with long lashes and coo voice. Criskay dress with pointed collar and contrasting ruffs. Head can be tilted or turned and has jointed arms and legs. Height, 21 inches (Suggested Retail Price $11.95)

Each **$7.25**
Per dozen **$84.00**

The Newest in "Horsman" and Novelty Dolls

No. 5001 — Horsman "Vinyl" Baby Doll. Fine all-vinyl dolls with the new "Fairy Skin" and with wigs of Saran hair that can be shampooed, curled, combed, waved and will not change color. Vinyl plastic curlers included. Has coo voice, large glassine sleeping eyes with real lashes and turning head. Arms jointed at shoulders, plastic shoes and socks. Dressed in lace trimmed ninon dress with matching fancy bonnet, cotton slip and panties. Height, 20 inches. (Suggested Retail Price $8.75)

Each ... **$5.50**
Per dozen ... **$63.00**

No. 5019 — Deluxe Character Dolls. Strikingly designed all plastic dolls with moving arms, delicately tinted face features and softly waved hair-effect wig. Exquisitely dressed in assorted color and design dresses with wide flare skirts made of beautiful rayon satin with attractive inserts and braid trimming. Each packed in an individual cellophane front box. Height of doll, 7½ inches; width of skirt, 17 inches.

Each ... **$1.65**
Per dozen ... **$18.00**

No. 5002 — Horsman "Pitter Patty" Doll. The new and appealing doll with the "heart beat" device, a rhythmic, tick-tock sound that can be clearly heard and keeps working by the slightest movement of the doll. Not mechanical, wind up or electrical. Features popular "Fairy Skin" construction of vinyl plastic which will not crack, chip or peel. Saran wig, hair curlers, glassine sleeping eyes with real lashes, coo voice and shoes and stockings. Attractively dressed in ninon elaborately lace trimmed with a row of beautiful embroidered hearts. Lace trimmed poke bonnet to match. Height, 20 inches. (Suggested Retail Price $9.75)

Each ... **$6.00**
Per dozen ... **$69.00**

No. 5010 — Twin Boy and Girl Dolls. Handsomely constructed of popular vinyl plastic material, soft and skin-like that is washable and will not chip, peel or crack. Beautifully colored features and hair with shining glassine eyes, and attractively dressed in rayon material in boy and girl style with matching removable bonnet and hat in pleasing color combinations. Soft, pleasant voice. Height overall, 10 inches. Packed each pair in a box. (Suggested Retail Price $5.95)

Per pair ... **$3.75**
Per dozen pair ... **$42.00**

No. 5000—Horsman "Vinyl" Baby Doll. All vinyl "Fairy Skin" doll with shoulder jointed arms that are entirely washable and will not harden, peel, chip or crack. Features a finely made rayon crepe coat and bonnet, coat with Peter Pan collar and smocked yoke, cap style bonnet with flaring brim daintily lace trimmed. Lace trimmed assorted color organdy dress, shoes and socks, coo voice, large glassine sleeping eyes with lashes, Saran hair wig can be shampooed, combed, curled and waved. Height, 18 inches. (Suggested Retail Price $6.50)

Each ... **$4.25**
Per dozen ... **$48.00**

No. 5009 — Twin "Scotch" Boy and Girl Dolls. Appealingly dressed in scotch plaid effect material with matching removable bonnet and hat, white cotton blouses neatly trimmed and shoes and socks. Made of soft, skin-like vinyl plastic material washable and beautifully colored. Bright and shining glassine eyes. Soft, pleasing voice. Height overall, 10 inches. Each pair in a box. (Suggested Retail Price $6.95)

Per pair ... **$4.25**
Per dozen ... **$48.00**

GIFTS

Regulation style helmet **2.94**

3 BOY'S PLASTIC HELMET
Heavy gauge; 4-way suspension; foam rubber front padding. Adj. chin strap. Sizes: Small (6¾-6⅞); Medium (7-7⅛), Large (7¼-7⅜). State size.
52 J 8308. (1 lb. 10 oz.) **2.94**

4 YOUTH'S SHOULDER PADS
Famous Wilson quality, yet priced so low! Fiber shoulder cups and epaulets-elastic body straps. Lined with soft padding. Laced front and back for easy adjustment. Cups and epaulets are hinged with leather. Shpg. wt. 2 lbs.
52 J 8322. . . . . **3.94**

CLEAR FIELD IN VALUES

1 BOY'S 3-PC. FOOTBALL OUTFIT
- **Real protection for the young gridder**
- **Check . . . compare this low price**

An ideal gift. Outfit consists of helmet, shoulder-pads, pants. Helmet molded fiber, felt-lined, fore-part is leather padded; web shock suspension, adjustable chin strap. Shoulder pads molded fiber, felt-lined; leather reinforced. Pants: Tan color, fiber kidney pads; removable fiber thigh pads; laced front, attached belt, elastic bottoms. Small (22-24 in. wa[illegible]). Med. (2[illegible]-[illegible]8). Large (30-32).
52 J 8302. State size. (4 lbs.) **8.95**

2 BOY'S FOOTBALL UNIFORM
- **Rugged protection—yet economy priced**

Fine quality, priced right for the youngster just starting his football career! Consists of helmet, shoulder pads and jersey. Helmet of sturdy fiber has adjustable chin strap, felt-lining; four-point suspension inner construction. Sturdy fiber shoulder pads, fully felt-lined, front back lacing, easy to adjust. Cotton jersey with contrast colored sleeves. Sizes: Small (age 5-8). Med. [illegible]-12. Shpg. wt. 3 lbs. 2 oz.
52 J 8304. State size. **5.95**

JOHNNY LUJACK AUTOGRAPHED FOOTBALLS
- Official size, wt.
- Needle included

PEBBLE GRAIN TUF KOVER. Was $2.94. Plastic lined, rubber valve bladder.
52 J 8271. DAY NITE (5) (1 lb. 10 oz.)
52 J 8272. PASSMASTER (6) . . **1.98**

PRO-STYLED EQUIPMENT HE'LL BE PROUD TO OWN

Economy Sturdiness Protection **4.94**

Pro type **4.98**

Wilson

Regulation size, weight. Buy with confidence!

[illegible] THESE [illegible]	"Charley Trippi"	"Johnny Lujack"	Varsity
	4.75	**5.75**	**8.95**

7 YOUTHS' SHOULDER PAD
- **Safer football fun**
- **Priced low for Christmas**

Famous Wilson quality construction. Designed to take plenty of hard wear and tear. Fiber shoulder cups and epaulets hinged with leather. Cups and body padding are foam rubber with lightweight duck covering. Pads are laced in front and back, easily adjusted. Elastic arm straps. Shipping weight 2 lbs. 12 oz.
52 J 8321. . . . . **4.94**

8 PLASTIC HELMET
- **Check this value, only $4.98**

Here's a professional type helmet that will give you all the necessary protection. One piece plastic construction. 6-point suspension web; sponge rubber lined. Adjustable cup type chin strap. Comes in solid colors, with contrasting stripe. Scarlet Red, Royal Blue and White. Sizes: Small (6⅝-6¾). Medium (6⅞-7). Large (7⅛-7¼). State size [illegible].
52 J 8307. (1 lb. 7 oz.) **4.98**

9 "CHARLEY TRIPPI" AUTOGRAPHED FOOTBALL
High grade pebble grained cowhide. Double lined; plastic lacing, rubber valve bladder. Official size, weight.
52 J 8273. Needle included. Shpg. wt. 1 lb. 12 oz. **4.75**

10 JOHNNY LUJACK AUTOGRAPHED FOOTBALL
Superbly balanced. Regulation size, weight. Double lined pebbled cowhide. Rubber valve bladder, plastic lacing.
52 J 8274. Needle included. Shpg. wt. 1 lb. 12 oz. **5.75**

11 OFFICIAL SIZE, WEIGHT "VARSITY" FOOTBALL
Triple lined pebbled cowhide, lock stitched. Rawhide leather lacing. Rubber valve bladder. Tan with White end stripe.
52 J 8275. Needle included. Shpg. wt. 1 lb. 13 oz. . . **8.95**

FOR THE YOUNG ATHLETE

1 AMERICAN EAGLE PLAYMAKER
3-finger Little League size. Top grade cowhide leather interlacing. Padded heel plastic binding throughout. (2 lbs.)
52 J 7086 R-hand thrower
52 J 7087 L-hand thrower 4.95

2 TRAPPER BASEMAN'S MITT
Junior size. Made just like the "Pros". Oil treated cowhide. Plastic lacing, full plastic binding. (1 lb. 5 oz.)
52 J 7088 R-hand thrower
52 J 7089 L-hand thrower 3.98

GLOVE AND BALL SET
3.69

4 WILSON BALL AND GLOVE SET
Check this value! Regulation size Bob Feller baseball with horsehide cover. Wilson Ball Hawk cowhide glove. 2-finger model, interlaced.
R52 J 7135 (5 lbs.) ..... 2 pc. set 3.69

5 WILSON BASEBALL SHOES
Oak tanned top, heel, spring steel sole plate; steel spikes. Sizes 3-12 with ½ sizes. Med. width. Allow for heavy socks. (2 lbs. 5 oz.)
52 J 7111 State size 5.95

6 BOB FELLER' BAT AND BALL SET BY WILSON
Crafted by the same experts who make professional equipment for the champions! Regulation size "Bob Feller Fireball" with horse-hide cover, felt center. 31 inch Jr. Bob Feller bat in handsome saddle brown finish.
R52 J 7136 Shipping weight 5 lbs. ..... 2 pc. set 1.98

ALL STAR OUTFIT!

3 BOY'S BASEBALL UNIFORM
- Well made cotton flannel material
- Pants have elastic bottoms
- Matching cap and stirrup socks

Now he can cover ground in classy major league style. An economically priced outfit that's a favorite with budding young stars. Shirt has short sleeves and button front opening, pants have elastic bottoms, self belt, button closing fly front. Matching cap and long stirrup socks.
Color Gray. Sizes 6-8-10-12-14. See size chart on page 42. Shipping weight 1 lb. 5 oz.
52 J 7267 State size 5.95

TOP QUALITY—BUILT FOR "BIG LEAGUE" PLAY

7 WILSON "BALL HAWK"
An outstanding value at this special Christmas price! High quality Wilson professional model, medium size fielder's glove. A grand gift that he'll enjoy for years to come. Selected cowhide, 2-finger style. Full welted, streamlined back fingers; leather lacing on heel, web and finger; grease set pocket. Oil treated; full leather lining, leather binding throughout.
For Right-hand throwers
52 J 7090 Shpg. wt. 2 lbs. 5.95
For Left-hand throwers
52 J 7091 Shpg. wt. 2 lbs. 5.95

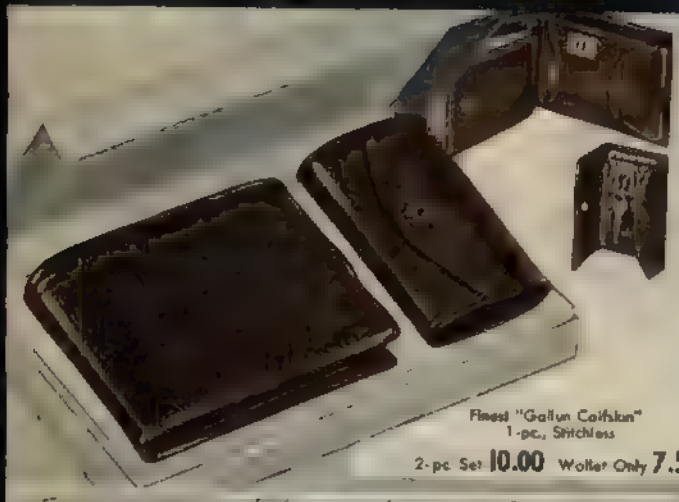
8 WILSON 4-FINGER GLOVE
Save—$15.00 glove for only $8.95. Buy now at this low Christmas price and be set for next spring. A fine quality large size fielder's glove with full cowhide lining. Wool felt pad with stuffed heel pad. Fully oil treated, deep grease set pocket; roll leather binding. Leather laced heel; full leather web with leather lacing; full welt, streamlined back fingers.
For Right-hand throwers.
52 J 7092 (2 lbs. 2 oz.) 8.95
For Left-hand throwers.
52 J 7093 (2 lbs. 2 oz.) 8.95

FIELDER'S GEM!
- 4-finger
- Pro style
- Funnel trap
- Latticed

9.95

9 DELUXE "WARREN SPAHN" GLOVE
Our best glove! Equal in value to gloves costing much more. No ball can possibly slip through this compact fielder's glove! Fingers are closely laced together. Glove fits firmly to hand and is extra wide. Genuine cowhide construction. All leather laced heel and finger webbing. Cowhide lined. Special Perma-pack padding, pre-broke. Double nylon stitching. (1 lb. 15 oz.)
52 J 7024 For Right-hand thrower 9.95
52 J 7025 For Left-hand thrower 9.95

QUALITY LEATHERS—NEWEST STYLES



OUR FINEST SET
Rich, satin smooth Gallun calfskin
Expertly crafted, yet priced low. Would sell for $15.00 and up elsewhere. One piece stitchless construction—nothing to unravel.

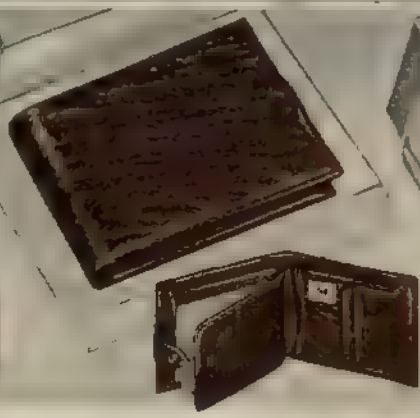
4-window removable pass case. Hidden money pocket. Matching key case; 6 hooks.

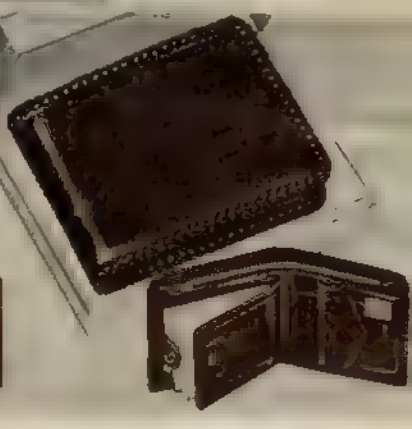
Handsome rayon satin lined gift box with rich flocked exterior. Color brown or black. State color and one initial. (1 oz.)
54 J 2665 **10.00**
Wallet only (8 oz.)
54 J 2662 **7.50**

Finest "Gallun Calfskin" 1-pc., Stitchless

2-pc. Set **10.00** Wallet Only **7.50**

MAROON CALFSKIN
Smooth calfskin leather wallet. Drape turned edge construction. Removable pass case. Three card pockets, secret compartment. Print 1 initial.
54 J 2660 (5 oz.) **3.95**

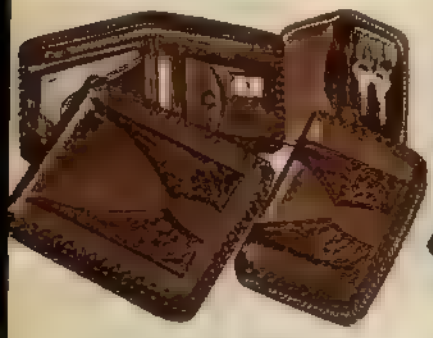




GENUINE ALLIGATOR
Our finest billfold. Hand laced alligator leather [illegible] expert craftsmanship, a rare value. Expertly designed [illegible] of native construction. Interior [illegible] two pocket gift box and calfskin. Money pocket with rayon satin lining. Removable pass case with 4 windows. Comes in [illegible] rayon satin lined gift box. Color Brown only. Print initial.
54 J 2672 Shpg. wt. 5 oz. **8.95**

ICELAND SEAL—1 PC CONSTRUCTION
Check handy [illegible] pocket [illegible] $7.00. Handsome fine grained leather, one piece stitchless construction, [illegible] thing to unravel. Secret money pocket, removable pass case. Two card holder pockets and place to carry extra keys. Lustrous rayon satin lined gift box [illegible]. Brown or Black. State color, one initial.
54 J 2960 Shpg. wt. 7 oz. **7.50**

HAND LACED SMOOTH CALFSKIN
Outstanding value—check this low price! Fine smooth Brown calfskin, double hand laced edges for extra wear. Removable pass case. Finger change purse. Card pocket and secured money compartment. Have to hold extra keys. Flocked rubber leather gift box with pocket exterior and rayon satin lining. Print initial.
54 J 2667 Shpg. wt. 5 oz. **6.00**



HAND TOOLED CALFSKIN SET
Double [illegible] and [illegible] colored calfskin key case [illegible] boxed. An ideal Christmas gift. Hidden way secret [illegible] compartment. Detachable 4 window pass case. Card pocket. Coin pocket. Zipper [illegible] pocket. Rayon satin lined gift box. Brown only. Print one initial.
Shipping weight 1 oz.
54 J 2664 2-pc. set **7.95**
54 J 2661 Wallet only (6 oz.) [illegible]

3-WAY ZIP CALFSKIN SET
Fine quality calfskin wallet in modernistic design embossing. 3 way opened closure. All edges double hand laced for extra strength. 4 window pass case and [illegible] pocket. Zipper [illegible] pocket. Zipper [illegible] Brown or Black. State color, one initial.
54 J 2666 Shpg. wt. 7 oz. Set **6.00**
54 J 2668 Wallet only 5 oz. [illegible]

HAND LACED PIGSKIN SET
Truly a fine pigskin set, and yet priced so low. Double hand laced, quality pigskin leather with embossed design. Removable 4 window pass case. Coin purse. Matching hand laced edged key case has 6 hooks, snap fastener closure. Gift boxed. Print one initial.
54 J 2671 2-pc. set (5 oz.) **3.95**
54 J 2670 Wallet only (3 oz.) [illegible]

OUR MONTHLY PAYMENT PLAN MAKES SHOPPING EASY—SEE PAGE 141

Pla-Mates—More Glamorous than Ever

"WALK" THEM...SET THEIR HAIR...SEW FOR THEM WITH McCALL PATTERNS

WARDS NEWEST PLA-MATE DOLLS, shown on opposite page are more fun than ever to play with. Now they can really WALK with lifelike steps when you take them by the hand to guide them. They can also stand alone and sit down.

THEIR LOVELY HAIR, set in attractive girlish styles, is Saran—can be washed, combed, curled and set in any number of new styles. It can also be "permanent-waved" with the Shadow Wave Kit (G) below (or by using little curlers and sugar-water—1 teaspoon of sugar to ½ cup water). Saran has the delicate shading, gleaming highlights and silky texture of beautiful human hair, but it is much stronger, is flame-proof and skin-resistant.

PLA-MATES ARE MOLDED OF DURABLE HARD PLASTIC. Exquisitely modeled heads; delicately tinted, lifelike features. Glassene sleeping eyes with lashes. Beautifully-made, well-proportioned bodies—heads turn and tilt; arms and legs are movable so they can stand, sit and "walk."

THEIR CLOTHING IS UNUSUALLY BEAUTIFUL, with detailing to delight the lucky child who receives one. This year there are real McCall patterns (F) specially designed for these dolls. Little girls—or their mothers—can have the fun of making whole wardrobes for their lovely Pla-mates.

Wards Pla-mates are made by the American Character Doll Co., makers of nationally-known "Sweet Sue" Dolls.

(A) "SUNDAY BEST" PLA-MATE. Her prim coat-dress is brocaded rayon taffeta with nipped-in waist and full flared skirt. Has big pearl buttons down the front, demure lace-edged collar and cuffs. Matching panties have elastic at waist and legs. Large straw hat trimmed with red roses; rayon socks, artificial leather slippers. Carries a dainty little parasol. Ship. wt. 3 lbs. 8 oz.

48 T 3961L—Abt. 18 in. tall.....9.95

(B) "BRIDE" PLA-MATE. Wears a beautiful rayon satin gown with full skirt and ruffled flounce held out by a wired hoop slip. Lace-trimmed "Queen Elizabeth" collar, satin streamers, gardenia trim. Snap fasteners. Filmy nylon net veil with lilies-of-the-valley. Carries a floral bouquet with satin ribbons. Full length taffeta slip edged with nylon net, panties, socks, artificial leather slippers. Ship. wt. 3 lbs. 8 oz.

48 T 3962L—Abt. 18 in. tall.....10.95

(C) "SPRINGTIME" PLA-MATE. Her frilly lace-trimmed pinafore dress is dotted organdy over rayon taffeta. Full taffeta underskirt has fitted bodice, snap fastenings. Dainty pinafore has puff sleeves, nipped-in waist and it ties at the back with a big satin bow. Rayon taffeta panties with elastic at waist and legs. Rayon socks, artificial leather snap-on slippers. Ship. wt. 2 lbs. 8 oz.

48 T 3960—Abt. 15 in. tall 7.98

(D) "SWEETHEART WALTZ" PLA-MATE. Smart plaid formal is rayon taffeta. Has deep, lace-trimmed revers at the neck, big leg-o-mutton sleeves. Full-flounced skirt held out by a hoop slip. Snap fastenings. Pink rayon taffeta half-slip with net edging and hoop, lace-trimmed panties, rayon socks, imitation suede shoes. Carries a little Saran chignon so her hair style can be changed from "pony-tail." Ship. wt. 3 lbs. 8 oz.

48 T 3963L—Abt. 18 in. tall.....11.95

(E) "COTILLION" PLA-MATE. Bewitching beauty in satin and lace dream-gown. Dress has bouffant skirt, fitted bodice, lace-edged shoulder ruffles. Snap fastenings. Front of slip has tiers of nylon ruffles scattered with tiny bows. Hoop slip; rayon taffeta panties, socks, slippers. Removable "pearl" necklace. Carries a Saran chignon so hair style can be changed from "pony-tail." Ship. wt. 4 lbs. 12 oz.

48 T 3964 L -Abt. 23 in. tall..... .15.45

(F) McCALL PATTERNS FOR PLA-MATES. Set includes dress, ski-outfit, slacks, skirt, panties, petticoat. Wt. 2 oz.

48 T 4160 X—For 21-in. Doll..... .35c
48 T 4159 X—For 18-in. Doll..... ..35c
48 T 4112 X—For 15-in. Doll 35c

(G) SHADOW WAVE KIT. For doll permanents. Comb, brush, bobby pins, soap, curlers, barrette, "lotion" (harmless)

48 T 4111—Instructions. Wt. 9 oz. . . .87c

FACTS ABOUT DOLLS AND DOLL WIGS

WHAT MAKES ONE DOLL COST MORE THAN ANOTHER? Doll cost is determined by the quantity and quality of materials used and by the workmanship in bodies, eyes, clothing and wigs.

DOLL BODIES. Most fine dolls are now made of some type of plastic because it can be molded in exquisite detail, is lightweight and almost unbreakable. Dolls that stand or walk, like those on opposite page, are made entirely of hard plastic. Baby dolls are made of soft plastic or of latex (soft rubber) stuffed with foam rubber. This year many dolls have heads of new soft vinyl plastic; it is smooth and pliable, like actual flesh. Soft molded rubber is used for drinking-wetting dolls because it is both durable and waterproof.

EYES may be stationary—painted on or plastic insets; or they may be the movable, sleeping type. Best sleeping eyes are Glassene (celluloid iris over a steel base); others are only painted on metal. Fine sleeping eye dolls have real lashes; inexpensive dolls may have lashes that are painted on.

CLOTHING varies in fabric, fitting and finishing. Finest dolls have clothing of best quality fabrics, finishing is detailed, dresses have button or snap fastener closings.

DOLL WIGS. Most fine wigs are now made of synthetic materials like Saran or Raysheen (trade names), because they can be washed, combed, set and "permanent waved." Lambskin wigs, used for "Tiny Tears," Pg. 125, are a kind of fur and can be "shampooed" with a damp cloth. Mohair wigs look realistic but can't be washed or combed. All Wards wig dolls excepting miniatures have "hair" that can be washed, combed and set.

The method of making and attaching wigs is a large factor in doll cost. Fine dolls have a full wig sewn to a cloth foundation. Best wigs have long strands sewn to every part of the head; in less expensive dolls the hair may be stitched down only at the base of the head. Some dolls have just a "curl" or a cloth-backed lock of hair glued directly to the head. In every price range Wards select the finest, fullest wigs available; all dolls excepting miniatures have wigs firmly sewn to a cloth foundation. This year some dolls have "rooted" hair; soft vinyl plastic permits stitching strands directly into the head.

SPECIAL FEATURE DOLLS. "Terri Lee," Pgs. 118, 126; "Shadow Wave", Pgs. 118, 120; "Toddles", Pg. 121; Wardrobe Doll, Pg. 122; "Growing Hair", Pg. 126; Undressed Dolls, Pgs. 126, 127.

D
E
A
B
C

New "Shadow Wave" Doll, Other

A NEW "SHADOW WAVE" GIRL. Has lovely long Saran hair that is actually rooted like real hair—it can be washed, combed, curled, set and "permanent-waved" with dolly's own Shadow Wave kit. Her life-like head is new soft *vinyl*, smooth and pliable as real flesh. Glassene sleeping eyes with lashes. Durable vinyl plastic body is beautifully molded and tinted, movable arms and legs. Her pretty dress is embossed cotton; button fastenings, attached panties. Rayon socks, snap-on shoes. Kit holds comb, brush, soap, curlers, bobby pins, harmless "lotion," directions.

48 T 3836 L -Doll abt. 21 in. tall; with Wave Kit. Ship. wt. 3 lbs. 12 oz. . 12.95

48 T 3837 L—Doll abt. 18 in. tall; with Wave Kit. Ship. wt. 3 lbs. 11.45

48 T 3836 -Doll abt. 15 in. tall; with Wave Kit. Ship. wt. 2 lbs. 4 oz. 9.45

B LITTLE PAM. Saran hair to curl, comb, braid. Plastic; movable head, arms, legs. Sleeping eyes. Plastic clothes. Cup, comb, curlers, sponge. Instructions. Wt. 10 oz.

48 T 3980—Abt. 8 in. tall 2.29

C MARTHA WASHINGTON. Plastic; movable head, arms, legs. Saran hair, sleeping eyes. Nylon dress, satin trim. Slip, panties, socks, shoes, felt hat, parasol. Wt. 1 lb.

48 T 3978—Abt. 12½ in. tall . . . 3.89

D GIRL IN WHITE. Plastic; movable head, arms, legs. Saran hair; can wash, comb, set it. Sleeping eyes. Dotted Swiss dress; lace, rick rack trim. Panty slip, socks, shoes. Curlers. Wt. 1 lb. 4 oz.

48 T 3957—Abt. 14 in. tall. 4.75

E "TERRI LEE." Modeled from a real 2-year old. All plastic practically unbreakable. Head turns and tilts; movable arms, legs. Painted eyes. Rayshean hair can be washed, set, "permanent-waved." Printed cotton "sarong" and bonnet, socks, shoes. Booklet tells about "Terri", how to join her "Friendship Club." Wt. 2 lbs. 6 oz.

48 T 3829 L—Abt. 17½ in. tall. 12.45

F GIRL IN PINAFORE. Plastic; movable head, arms, legs. Long Saran hair can be washed, combed, set and "permanent-waved." Sleeping eyes. Pretty rayon taffeta dress; snap fastenes. Organdy pinafore. Cotton panties, socks, slippers. Ship. wt. 2 lbs. 12 oz.

48 T 3809 L—Abt. 20 in. tall. . . . 7.79

G TO M MINIATURE DOLLS. All plastic; movable heads, arms. Sleeping eyes. Abt. 7½ in. tall. Daintily dressed. Gift-boxed.

(G) DEBUTANTE. Figured taffeta dress, buckram slip. White fur headpiece and muff. Mohair wig

48 T 3977 -Ship. wt. 12 oz. . . 1.69

(H) SUMMER GIRL. Flowered taffeta dress, buckram slip. Lace-edged apron, hat. Mohair wig

48 T 3978 Ship. wt. 12 oz. . . . 1.69

(J) CINDERELLA. Taffeta dress with gilt sequins. Buckram slip. "Golden slipper." Mohair wig.

48 T 3974—Ship. wt. 12 oz. . . . 1.69

(K) COWGIRL. Plastic skirt, vest, cuffs; satin shirt, bandanna. Hat, holster, gun, boots. Mohair wig.

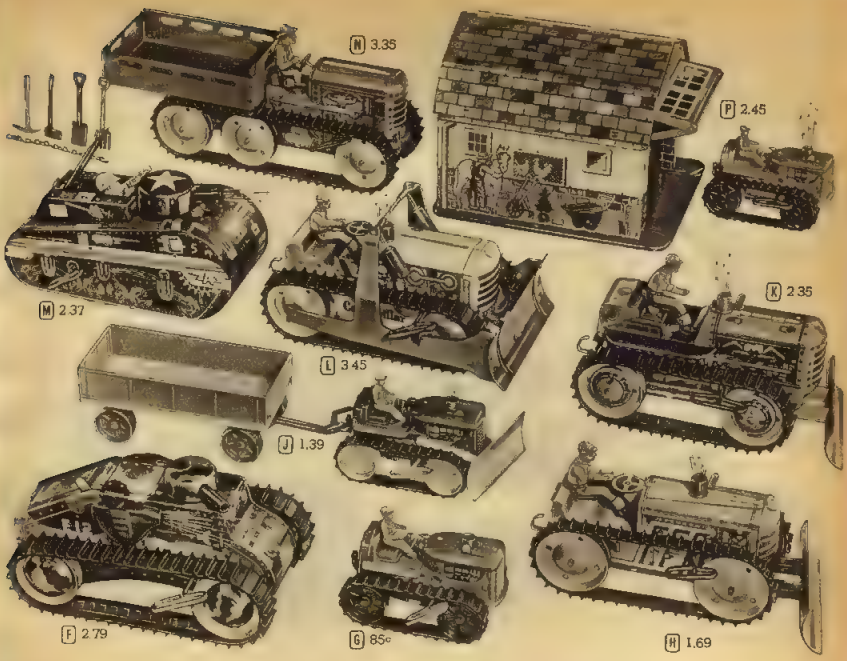
48 T 3969 Ship. wt. 10 oz. . . . 1.69

(L) INDIAN. Plastic jacket and chaps. Belt, buckle, holster, gun, head band, feather. Mohair wig.

48 T 3970 Ship. wt. 10 oz. . . . 1.69

(M) BRIDEGROOM. Very dapper Felt suit, top hat. Ascot tie. Painted hair

48 T 3971—Ship. wt. 8 oz. 1.69



Mechanical Tractors and Farm Implement Set

F CLIMBING SPARKLING TANK. Climbs steep grades on endless sure-grip rubber treads, shooting harmless sparks from guns in turrets and making "rat-a-tat" noise. Strong clockspring motor. Brake. Hook at rear. Lithographed steel.
48 T 2812—6½ in. long. Wt. 2 lbs. 8 oz.....2.79

G CLIMBING TRACTOR. Diesel-type caterpillar. Colorful plastic and lithographed steel with rubber treads. Driver. Clockspring motor.
48 T 2884—6¾ in long Ship. wt. 10 oz... 85c

H CLIMBING SPARKLING TRACTOR WITH SCRAPER. Lithographed steel. Exhaust pipe emits harmless sparks. Sure-grip rubber treads. Hook at rear. Clockspring motor, brake. Driver.
48 T 2882—8¾ in. long. Wt. 1 lb. 4 oz. . .1.69

J CLIMBING SPARKLING TRACTOR AND TRAILER. Emits harmless sparks through exhaust. Made of plastic with lithographed steel. Scraper can be raised or lowered. Hook on rear Strong clockspring motor. Brake. Driver. 10¼-in. Trailer.
48 T 2877—6½-in. tractor. Wt. 1 lb. 8 oz....1.39

K CLIMBING SPARKLING TRACTOR WITH SCRAPER. Wide sure-grip rubber tires enable Diesel-type caterpillar tractor to climb steep grades and pull loads . . . hook at rear. Latest in design. Lithographed steel. Exhaust pipe emits harmless sparks as tractor moves along. Strong clockspring motor, brake lever Driver in seat.
48 T 2891 10¾ in. long. Wt. 2 lbs 2.35

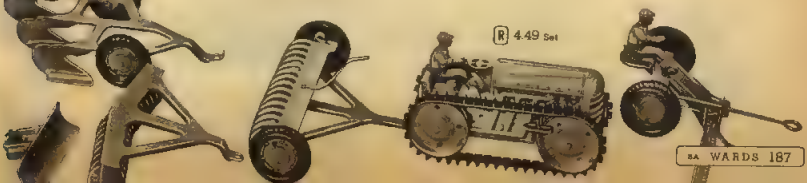
L SPARKLING HYDRAULIC BULLDOZER TRACTOR. Lithographed metal with sure-grip rubber treads. Emits harmless sparks through exhaust pipe on top of hood. Hand-operated "hydraulic" lift raises and lowers scraper. Strong clockspring motor Brake lever. Driver in seat.
48 T 2804—10½ in. long. Wt. 2 lbs 3.45

M SPARKLING FIGHTER TANK. Lithographed metal tank reverses itself, runs in triangles . . . cockpit opens and armed soldier emerges and then disappears. Turret gun emits harmless sparks while tank moves along making "rat-a-tat" noise. Strong clockspring motor Brake lever.
48 T 2887—10 in. long. Wt. 2 lbs.....2.37

N 6-WHEEL REVERSIBLE FARM TRACTOR TRUCK. Goes forward and backward; climbs steep inclines. Brake and reversing lever. Sure-grip rubber treads. Clockspring motor. Lithographed steel. Driver. Miniature farm tools, link chain.
48 T 2876 13¾ in. long. Wt. 3 lbs. 8 oz....3.35

P AUTOMATIC STEEL BARN AND PLASTIC TRACTOR. Runs up to barn on rubber treads . . . touches door . . . and presto, door opens and tractor runs right in. Shoots harmless sparks. Driver. Clockspring motor. Brake. Barn 10⅝ in. long.
48 T 2883—7-in. Tractor. Wt. 1 lb. 8 oz.....2.45

R METAL TRACTOR SET WITH 5 FARM IMPLEMENTS. Tractor 8½ in. long has strong clockspring motor, rubber treads; brake lever. Climbs steep grades. Hook at rear. Set includes:
Hay Rake that picks up and drops loads.
3-gang Plow to "break" the soil.
Disc Harrow . . . discs really turn.
Mower. Cutter bar moves, does not cut.
Road Scraper; attaches at front.
48 T 2861 -Ship. wt. 5 lbs. 8 oz..... .Set 4.49



Realistic Action that Fascinates Young and Old

16 SCENIC EXPRESSWAY. Miniature express train zooms 'round track, through tunnel and station. Lithographed steel base, 21¾x13½ in. Spring motor; crossing gate, signal really works.
48 T 2848—Ship. wt. 2 lbs. 6 oz. 2.79

17 METAL GARAGE WITH TWO PLASTIC CARS. Automatic doors raise when car hits door. Lithographed steel. 1 car, 1 van; friction motors.
48 T 2878—9½ in. long. Ship. wt. 2 lbs. . . . 1.89

18 SPARKLING DREADNAUGHT on hidden wheels, shoots harmless sparks from turrets. Lithographed steel, friction motor.
48 W 2898 14¾ in. long. Ship. wt. 12 oz. . . .94c

19 JET FIGHTER PLANE . . shoots sparks from rear with wierd siren-like noise—a fast-moving realistic plastic model. Rubber nose, wheels.
48 T 2859—14½ in long. Ship. wt. 1 lb. 11 oz. 1 85

20 TOMIC ROCKET. Zooms along . . . sparks fly noisemaker screams. Unbreakable acetate, spring motor; sparker flint replaceable
48 T 2871—15 in. long. Ship. wt 1 lb. 9 oz. 2.59

21 MECHANICAL WRECKER AND PLASTIC CAR. Siren screams, derrick swivels. Spring motor.
48 T 2855—Truck 12 in. long. Wt. 1 lb. 9 oz 1.87

22 FRICTION PONTIAC. Plastic replica of 1952 Pontiac. Friction motor; rubber wheels.
48 T 2837—9¾ in. long. Ship. wt. 1 lb . . 94c

23 STEEL FIRE CHIEF CAR. Siren wails; red light flashes (see battery below). Steers.
48 T 2879—11¼ in. long. Ship. wt. 1 lb. 8 oz. 1.89
86 W 3259 X—Battery for car above. Wt. 4 oz. 12c

24 HOOK AND LADDER TRUCK. Loud siren; swivel ladder extends 9 to 21 in. Red plastic truck, rubber tires, friction motor. 15¼ in. long.
48 T 2920 Ship. wt. 1 lb. 9 oz. 1.57

25 FARM CART AND HORSE. Horse trots; pulls driver and cart. Plastic. Spring motor.
48 T 2863—11 in. long. Ship. wt. 1 lb. . . . 1 79

26 JALOPY FORD. Replica of teen-agers delight Brightly lithographed metal. 6⅞ in. long
48 T 2854—Spring motor. Ship. wt. 12 oz. . . . 94c

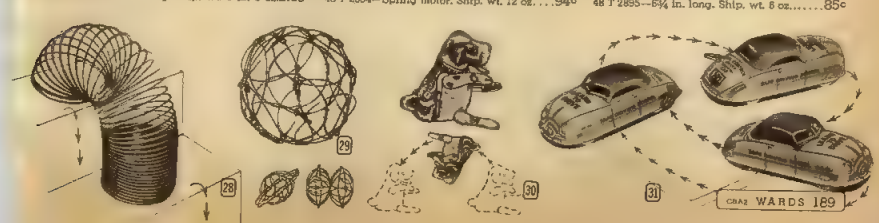
27 MYSTERY KITTY KAT. Press her tail down and away she goes with wooden ball. Attractively lithographed metal; clockspring motor.
48 T 2835—8½ in. long. Ship. wt. 12 oz. 97c

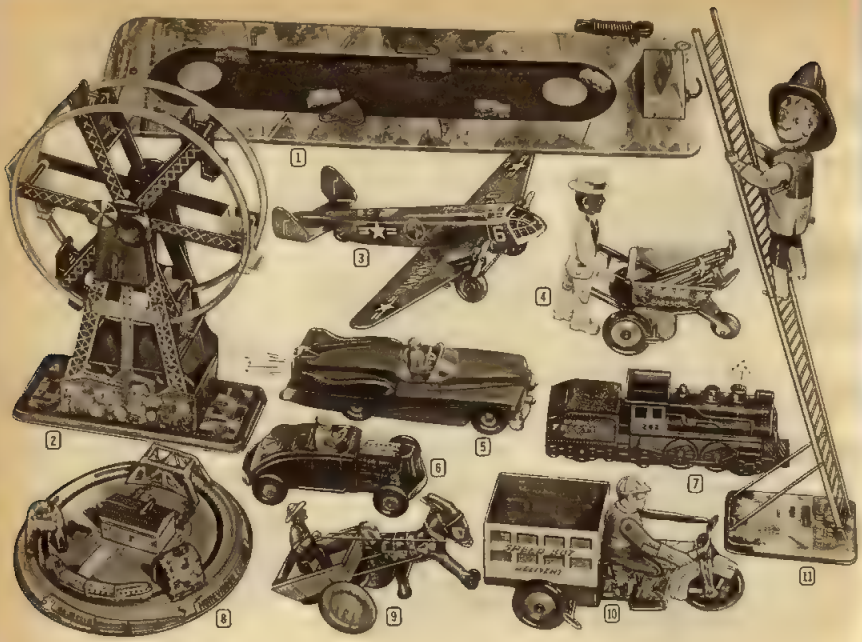
28 SLINKY . . . seems to be alive; walks by itself down stairs and slopes. Performs amazing contortions in your hand. Made of spring steel.
48 T 2921 3 in. diam. Ship. wt. 12 oz. 89c

29 THE DOODLER. This maze of interlocking spring steel wire, inspired by a centuries-old Burmese toy, forms endless variety of shapes.
48 T 2922—5½ in. diam. Ship. wt. 4 oz. . 89c

30 "FLIPPO" THE SOMERSAULTING DOG . . flips over and over again, always returns to a sitting position. Metal. Clockspring motor.
48 T 2851—4 in. long. Ship. wt. 6 oz. 89c

31 DRIVING SCHOOL CAR . . . just won't run off edge of any flat surface. It speeds up to very edge, stops, turns and goes in another direction. Lithographed steel; spring motor.
48 T 2895—6¾ in. long. Ship. wt. 6 oz. 85c





Colorful Mechanical Toys with Amusing and

1 MOT-O-RUN ELECTRIC HI-WAY EXPRESS. 5 wee cars zip around, pass, snarl and unsnarl, even crash. 1⅝-in. cars driven by rapid vibration of electric track. Detour arms swing out to cause traffic jams. Lithographed metal Underwriters Approved. 110-120-volt, AC. Cord, plug
48 T 2872—27-in. Track. Wt. 3 lbs. 8 oz. 4.69

2 FERRIS WHEEL. A popular carnival ride, lots of thrills for youngsters. Easy to operate, clock spring motor makes colorful wheel go round; bell rings. Metal wheel, plastic swivel seats.
48 T 2826 17 in. high. Ship. wt. 3 lbs. 1.79

3 TWIN-MOTOR MECHANICAL ARMY PLANE. Sturdy metal plane is realistically lithographed in army insignia, colors, etc. 2 propellers; Clockspring motor. Wingspread 18¼ in.
48 T 2899—Fuselage 13¾ in. long. Wt. 1 lb. 1.00

4 SAM, THE GOOFY GARDENER, his legs moving realistically, pushes garden cart of lithographed steel. Sam is of durable plastic. Clockspring motor. Garden tools included. 7⅞ in. high.
48 T 2823—Ship. wt. 14 oz. 1.29

5 SABRE JET CAR . . . harmless sparks shoot from exhaust; siren wails. Slight pressure starts friction motor. Colorful plastic.
48 T 2827—11 in. long. Ship. wt. 1 lb. 1 oz. . 1.69

6 "HOT ROD". As it speeds along, harmless sparks light up motor. Plastic; friction motor.
48 W 2902—7½ in. long. Ship. wt. 1 lb. 1.19

7 SPARKLING LOCOMOTIVE moves along puffing harmless sparks from smokestack. Long-running friction motor. Made of sturdy plastic.
48 T 2904—10⅛ in. long. Ship. wt. 12 oz. . . 1.29

8 HONEYMOON EXPRESS Runs in tunnels, over bridge. Lithographed steel; spring motor.
48 T 2901 –9¼ in. diam. Wt. 1 lb. 4 oz. . 98c

9 BALKY MULE . . . joggles farmer in cart when mule rears. Lithographed steel; spring motor.
48 T 2816—6¾ in. long. Ship. wt. 12 oz. 87c

10 DELIVERY MOTORCYCLE. Lithographed metal Driver in seat, package carrier behind.
48 T 2834–9¾ in. long. Spring motor. Wt. 1 lb. 89c

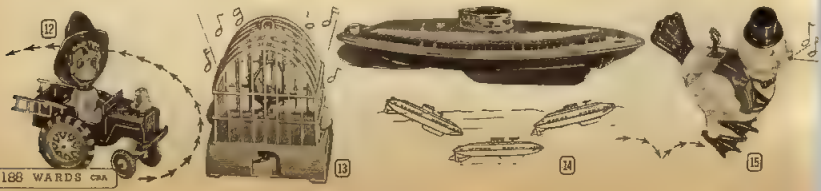
11 FIREMAN ON LADDER. Climbs ladder step by step to top. Extension ladder on lithographed steel base. Fireman is colored plastic, red fireman's hat, 8 in. high. Spring motor, brake
48 T 2830—Ladder 22⅞ in. long. Wt. 1 lb. 1.29

12 FUNNY FIREMAN . . . races in circles, back and forward—hat flying around his head. Plastic and lithographed metal. Spring motor
48 T 2846—6¾ in. long. Ship. wt. 10 oz. 98c

13 WHISTLING BIRD IN CAGE . . . sings as it swings on perch. Realistic plastic cage, two feeding cups, ring on top for hanging. Clockspring motor.
48 T 2831 –9 in. high. Ship. wt. 1 lb. 2.54

14 DIVING SUBMARINE. Dives 2 to 5 ft. (rudder adjusts); runs under water; rises. Gray and black lithographed metal; strong spring motor.
48 T 2814—13 in. long. Ship. wt. 1 lb. 8 oz. . 1.39

15 SINGING BIRD . . . dances about, wags his tail and sings. Colorful plastic; wears "tux" and top hat. Clockspring motor with key.
48 T 2885 –5½ in. high. Ship. wt. 6 oz 89c



Buren, Bulova, Elgin or Longines-Wittnauer

BULOVA

Official watch of American Airlines—nationally known for high achievement in watchmaking.

13 Bulova American Girl embraces any size wrist. 10K yellow gold filled case. 1/10 10K yellow gold filled bracelet with safety chain.
45 TN 1784 -21 jewels. $7.50 Down..... 71.50

14 Bulova Academy Award "NN," 10K yellow rolled gold plate case with stainless steel back. Expansion bracelet. 21 jewels.
45 TN 1783—$5 Down..... .....49.50

15 Bulova "Columbine," 10K yellow rolled gold plate case with stainless steel back. Telescopic Expansion bracelet. 17 jewels.
45 TN 1782—$4 Down..... 39.75

16 Bulova Marie A. A proven favorite 10K yellow rolled gold plate case with stainless steel back. 17 jewels.
45 WN 1767—Marie A. Expansion bracelet 35.75
45 WN 1743 Coed A. Same as "Marie A" except with black cord bracelet. $3 Down.29 75

17 Bulova Miss America "E." Popular styling. 10K rolled gold plate case with stainless steel back. Telescopic expansion bracelet. *State choice of Yellow or White gold.*
45 TN 1781—17 jewels. $4 Down . 35.75

ELGIN

Powered exclusively with Elgin's patented, guaranteed never-to-break, Durapower mainspring.

18 Lady Elgin. Graceful bow design on 14K yellow gold filled case. Black Nylon cord.
45 TN 1857—19 jewels. $7.50 Down.....71.50
45 WN 1853—Similar but 14K yellow gold 100.00

19 Elgin De Luxe. Practical style. Shock-resistant. Sweep center second hand. 5-60 second track. 10K yellow gold filled case. 18 jewels.
45 TN 1856-Expansion bracelet. $6.50 Dn. 62 50
45 TN 1860-Black Nylon cord bracelet....57 50

20 Elgin De Luxe. Delightfully simple 10K yelow gold filled case. 17 jewels.
45TN1855-Telescopic expansion bracelet 55.00
45TN1854-Black Nylon cord bracelet.... 49.75

21 Elgin Banner Buy 10K yellow rolled gold plate case with stainless steel back. 17 jewels.
45WN1848 Telescopic expansion bracelet 39.75
45WN1847-Black Nylon cord bracelet ...33.75

22 Elgin Banner Buy. 10K yellow rolled gold plate case with stainless steel back. High domed crystal. 17 jewels.
45 TN 1859—Expansion bracelet $4 Down 39.75
45 TN 1858—Same as 45TN1859 (above) except with Black Nylon cord bracelet. 33.75

LONGINES-WITTNAUER

Longines, the world's most honored watch and Wittnauer, its distinguished companion.

23 Longines Grace. Tailored oblong case of 14K yellow gold. 18K raised gold figure dial. Black cord bracelet. 17 jewels.
45 TN 1956—$11 Down.....110.00
45 WN 1954—Similar to 1956 above but in 10K yellow gold filled case. $7.50 Down .71.50

24 Wittnauer Lady Automatic. Runs continuously just from the motions of your wrist. Never stops as long as you wear it. Stores up 30 hours of running time for periods off the wrist. Water-resistant. Luminous and raised gilt figure dial. 10K yellow gold filled case. Alligator leather strap.
45 TN 1970—17 jewels. $6 Down. 59.50

NOTE: All watches on these two pages shown about actual size. Prices on both pages include 10% Federal Excise Tax, except Nos. 1596, 1594, 1853 and 1856 which include 20% Fed. Ex. Tax.

HOW TO ORDER WATCHES ON THIS PAGE

All Bulovas, Elgins and Longines-Wittnauers are Mailed *Postpaid* from Albany. *State Catalog number and wrist size* (measure around entire wrist in inches). Wards make no carrying charge for watches on this page—same price Cash or Terms. Only 10% Down
See Page 222.

For Years of Accurate Time Give Him a

BUREN WATCHES

Best Swiss manufacture. Jeweled lever movement. Exclusive with Wards in the U.S., we sell Burens for as much as 50% less than many nationally-known watches of similar quality.

[1] TO [3] Self-winding automatic watches. All have these features: self winding; shock-resistant (Incabloc) construction, anti-magnetic; sweep second hand, luminous glow-in-the-dark dial and hands. A few hours wear generates 30 hours of reserve time for overnight or periods off the wrist. Regulation stem to set hands or for auxiliary winding. Cannot be overwound. All 17 jewel. Better Quality.

(1) A handsome automatic, water-resistant dress watch. 10K yellow gold-filled case with stainless steel back. Curb link expansion band.
45 W 825 T—$4 Down. . . . . or Cash 39.95
45 W 753 T—Similar. Heavy 14K yellow gold case. Leather strap. Not luminous 115.00

(2) Smart automatic dress model. Slim square case of 10K yellow rolled gold plate, stainless steel back. Combination raised luminous dial.
45W981T—Expansion band. $4 Dn., Cash 37.50
45W980T—With Leather strap. $3.50 Down, or Cash . 33.75

14 WARDS SEADFPO

WHICH BUREN SHALL I BUY?

Good 7 and 17-jewel Burens are sturdy, dependable and finely finished. Better 17-jewel are smaller, even more finely finished. Best—21-jewel are comparable to the world's finest.

(3) Water resistant all stainless steel case.
45 T 766 T—Automatic with Identification expansion band. *State name and address to be engraved at no extra charge.* $4 Down. . . . or Cash 35.95
45 T 765 T—Automatic with Leather strap 32.50

[4] Water, dust and shock resistant (Incabloc) construction. Sweep center second hand. Anti-magnetic. Luminous numerals and hands. Stainless steel case. Good Quality.
45 W 802 T—17 jewels. J-B stainless steel expansion band. $2.50 Down. . . . . or Cash 24.95
45 W 801 T—17 jewels. Leather strap . . . 22.50
45 W 800 T—7 jewels. Leather strap. 18.95

[5] Severely masculine 14K yellow gold case. 18K raised gold figure dial. J-B expansion band.
45 T 288 T—Grand Prix. 21 jewels. Best Quality. Adjusted to 6 positions, temperature 100.00
45 T 198 T—17 jewels. Better Quality. 59.95

[6] 10K yellow rolled gold plate case with stainless steel back. Expansion band. 17 jewels.
45 T 248 T—Better Quality. $3 Down. or Cash 27.50

HOW TO ORDER WATCHES ON THIS PAGE

Ship. wt. of each watch 13 oz. *Mailed from Chicago;* send order to and pay postage from nearest Ward House. Only 10% Down; see Page 222.

[7] Smooth styling. 10K yellow rolled gold plate case has Black inlaid enamel top and stainless steel back. Black suede strap. Good Quality.
45 T 904 T—17 jewels. $2.50 Down, or Cash 22.95
45 T 903 T—7 jewels. 17.95

[8] Multi-faceted case of 10K yellow rolled gold plate, stainless steel back. Good Quality.
45 T 963 T—17 jewels. Expansion band . . 21.95
45 T 962 T—7 jewels. Expansion band 18.95
45 T 996 T—17 jewels. Leather strap 18.95
45 T 995 T—7 jewels. Leather strap . . 15.95

[9] 10K yellow rolled gold plate case with stainless steel back. Expansion band. Good Quality.
45 T 902 T—17 jewels. $2.50 Down or Cash 20.95
45 T 901 T—7 jewels 16.95

[10] Case has chrome plated top and stainless steel back. 7 jewel. Service Quality.
45 W 404 T—Stainless steel expansion band. 11.75
45 W 403 T—Leather strap 10.50
45 W 405 T—Same as above but 10K yellow rolled gold plate top. Gold-filled expansion band . 14.25

Buren, Elgin, Bulova or Longines-Wittnauer

ELGIN

Powered exclusively with the patented rust-resistant DuraPower mainspring — guaranteed never to break.

11 Lord Elgin Clubman. New and different 14K yellow gold filled, with Black enamelled bezel. Waffle-impressed dial. Black suede strap.
45 TN 585—21 jewels. $7.50 Down.....71.50

12 Elgin De Luxe. Case and expansion band perfectly integrated styling 10K yellow gold-filled case with 18K raised gold figure dial.
45 TN 563—17 jewels. $6.50 Down... ... 62.50

13 Elgin Shockmaster Water and shock resistant. All stainless steel case. Sweep center second hand. Luminous dial, hands. Unbreakable crystal. 17 jewels.
45 TN 562—Expansion band. $6 Down. 59.50
45 TN 561—Leather strap. $5.50 Down . . 55.00

14 Elgin. Banner Buy. The utmost in simplicity. 10K yellow rolled gold plate case with stainless steel back. Raised figure dial. High domed crystal. Full expansion band. 17 jewels.
45 WN 551 $4 Down.. ..... 39.75
45 WN 550—Same as 551 above but with Leather strap. $3.50 Down..... 33.75

BULOVA

Official watch of American Airlines—nationally known for high achievements of watch-making art and skill.

15 Bulova Automatic Duo Wind L. Self winding—just the normal movements of your wrist keep it wound . . . never runs down (cannot be overwound). 10K yellow rolled gold plate case with stainless steel back. Second hand. Luminous dots and hands. 17 jewels.
45TN521—Expansion band. $7.50 Down. 71.50
45TN502—Leather strap. $5.50 Down 55.00

16 Bulova President. 10K yellow or white rolled gold plate case, stainless steel back. Two-tone white dial. Expansion band. 21 jewels.
45 WN 501 *State color choice.* $5 Down.49.50

17 Bulova Waterlite "P." Water and dust-resistant case, chrome plated top with stainless steel back. Luminous numerals, trylons and hands. Second hand. 17 jewels.
45WN546—Expansion band. $4.50 Down 42.50
45WN545—Waterlite "C." Similar to 546 above but 15 jewels, Leather strap... 33.75

18 Bulova Director "E." 10K yellow rolled gold plate case; stainless steel back. 15 jewels.
45 TN 508 Expansion band. $4 Dn.....35.75

LONGINES-WITTNAUER

Longines, "the world's most honored watch," and sturdy, dependable Wittnauer, its distinguished companion.

19 Longines Chase. Distinguished styling. Raised gilt figures on white dial. Padded Alligator leather strap. 17 jewels.
45 TN 672—Longines Chase. 10K yellow gold-filled case. $7.50 Down 71.50
45 TN 674—Longines President Harrison. Same as 672 above but in 14K yellow gold. $11.50 Dn. 115.00

20 Wittnauer Commodore. Automatic. Just wear it; it winds itself. Never runs down. Water resistant. Combination luminous dial. Sweep-center second hand. Expansion band. 17 jewels.
45 TN 658—Wittnauer Commodore. 10K yellow gold filled case, stainless back. $7 Down. 69.50
45 TN 657 - Wittnauer Ensign. Similar to 658 above but all stainless steel case and band. $6 Dn. 59.50

Note: Watches shown abt. actual size. Gift Boxed. Prices include 10% Fed. Ex. Tax, except nos. 753, 288, 674 which include 20%.

HOW TO ORDER WATCHES ON THIS PAGE

Watches on this page are Mailed *Postpaid* from Albany. *Same price* Cash or Terms: 10% Down See Page 222.

TOY DISH SETS

JUNIOR STEWARDESS SET

An innovation in plastic tea sets. An exact replica of dinner service used in United Mainliner lines. Set includes tray, cup, plate, salad bowl, plated tableware, stewardess hat and pin, napkin, flight packet. In display box 22½" x 9½" x 4". Twelve per carton.

No. 50962★ — Mfr. No. 1200
BANNER PLASTICS CORP.

Dealer Price	D81-30 U
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	

23-PIECE TEA SET

An attractive tea set containing 23 life size pieces. Provides complete service for three. Includes three each, knives, forks, spoons, cups, saucers, plates and napkins in bright fiesta colors, plus creamer and sugar bowl in beautiful satin silver finish. Box is 8⅝" x 13" x 3⅝". Twelve per carton.

No. 50969★ — Mfr. No. 124
WORCESTER TOY CO.

Dealer Price	W31-30 X
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	

DOLL-E-FEEDER

A deluxe formula feeding set that includes 32 pieces. Sterilizer, bottles, soap, brush, apron, cup, baby food and many other items to make a very complete set. Box is 18½" x 14½" x 5". Packed 12 to carton.

No. 50970★—Mfr. No. 326/12
AMERICAN METAL SPECIALTIES CORP.

Dealer Price	P41-95 F
Suggested Retail Price	$2.98 ea.
Inv. _____ Pur. _____	

15 PIECE TEA SET

This all metal set will stand up for years. All edges turned for safety; brightly lithographed. Include 5"x7" tray, 4 cups, 4 saucers, 4 plates, tea pot and lid. 24 per carton.

No. 50973—Mfr. No. 65
OHIO ART CO.

Dealer Price	I3-45 C
Suggested Retail Price	$ .69 ea.
Inv. _____ Pur. _____	

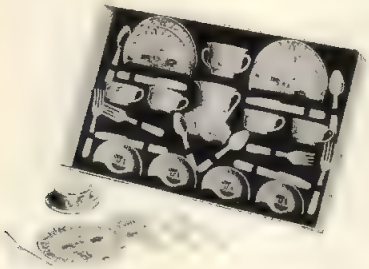
EARLY AMERICAN 18-PIECE TEA SET

Each major piece is decorated with authentic Early American pattern. Contains 18 life size pieces. Complete service for two. Display box 18" x 13¼" x 4". Dozen per carton.

No. 50976—Mfr. No. 142
WORCESTER TOY CO.

Dealer Price	K91-30 A
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	

TOY DISH SETS



30-PC. EARLY AMERICAN TEA SET

Complete service for four. Contains 30 life size pieces. Every major piece is decorated with authentic Early American pattern. Consists of four each: cups, saucers, large plates, knives, forks, spoons, and napkins plus sugar bowl and creamer. Box 21" x 13" x 3½". Dozen to carton.

No. 50977 — Mfr. No. 143
WORCESTER TOY CO.

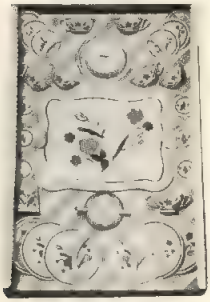
Dealer Price	F51-95 B
Suggested Retail Price	$2.98 ea.
Inv. _____ Pur. _____	

36-PC. EARLY AMERICAN TEA SET

A deluxe set with complete service for four. Has 36 life size pieces with authentic Early American pattern on major pieces. Contains same items as No. 50977 tea set plus teapot, platter, four tumblers. In colorful box, 22¼" x 13¼" x 4". Dozen in carton.

No. 50978★ — Mfr. No. 145
WORCESTER TOY CO

Dealer Price	M32-60 C
Suggested Retail Price	$3.95 ea.
Inv. _____ Pur. _____	



31 PIECE TEA SET

Colorful and full of play value. All pieces made of durable metal and lithographed in floral design. Includes cups, saucers, plates, butter plates for six. Tray, sugar bowl, dish and lid, pot and lid. Dozen per carton.

No. 50980 Mfr. No. 70
OHIO ART CO

Dealer Price	C2-65 W
Suggested Retail Price	$ 98 ea.
Inv. _____ Pur. _____	

22 PIECE METAL TEA SET

Beautiful new delft blue design enameled on each piece. Colors are baked on metal. Unaffected by frequent boiling. Pieces will not leak, chip, fade or break. Includes tray 9⅞" x 13". Dozen to carton.

No. 50981—Mfr. No. 258
WOLVERINE SUPPLY & MFG. CO

Dealer Price	A61-30 C
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	

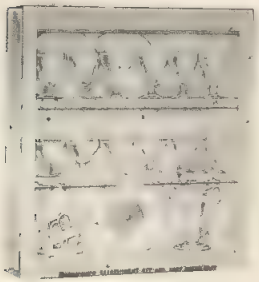
REFRESHMENT SET

For the "Junior Soda Jerk." Consists of two each, tulip sundae glasses, sherbet glasses, banana split boat, soda glasses, glass holders. Also includes 6 each, spoons, straws, napkins and an ice cream scoop. Twelve to carton.

No. 50984—Mfr. No. 51
WORCESTER TOY CO

Dealer Price	V11-30 B
Suggested Retail Price	$1.98 ea.
Inv. _____ Pur. _____	

TOY DISH SETS



REFRESHMENT SET

Made of clear plastic with contrasting bases, consists of 6 each, sherbets, goblets, two-color cake plates, and napkins, 1 each—Lazy Susan tray, pitcher, napkin holder all in shelf box.

No. 50986—Mfr. No. 420
BANNER PLASTICS CORP.

Dealer Price	G31-30 Y
Suggested Retail Price	$1.98 ea.
Inv	Pur.

GLAMOUR WARE

Service for four consisting of 4 each, cups, saucers, plates, knives, forks, spoons and one each, sugar bowl and teapot with cover. Beautiful jeweltone colors: Sapphire, Emerald and Ruby. Twelve per carton.

No. 50987—Mfr. No. 4654
IDEAL TOY CORP.

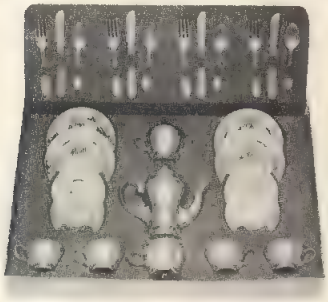
Dealer Price	F81-39 J
Suggested Retail Price	$1.98 ea
Inv.	Pur.

SILVER TEA SERVICE

Four life size pieces: large tea pot with lid, creamer and sugar bowl all in satin silver finish. Also has bright red serving tray. Can be washed in hot faucet water. Twelve to carton.

No. 50991 — Mfr. No. 67
WORCESTER TOY CO.

Dealer Price	G41-30 M
Suggested Retail Price	$1.98 ea.
Inv.	Pur.



33-PC. "SILVA-GLO" TEA SET

Heavy quality plastic plated tea set with embossed scroll design. Includes 4 each, cups, saucers, bread and butter plates, knives, forks, spoons, napkins. One each: teapot and cover, creamer, sugar bowl and cover. In display box. Six per carton.

No. 50992 — Mfr. No. 9077
IRWIN CORPORATION

Dealer Price	K73-90 I
Suggested Retail Price	$5.95 ea.
Inv.	Pur.

30-PC. CAMEO DISH SET

Made of sturdy, durable plastic in pink and blue. Embossed white cameo on cups, sugar bowl and creamer and all flat ware. Complete service for four. Attractively boxed. Packed 12 to carton (6 blue sets; 6 pink sets).

No. 50999 — Mfr. No. 234
WORCESTER TOY CO

Dealer Price	B81-95 K
Suggested Retail Price	$2.98 ea.
Inv	Pur

TOY DISHES—LOOM SETS

HOPE CHEST TEA SET

A complete service for four in this beautiful set. Has 36 life size pieces. Consists of four each: cups, saucers, plates, tumblers, knives, forks, spoons and napkins, one each silver finished sugar bowl, creamer and tea pot with lid. In Hope Chest box. Packed 12 per carton

No. 51001 — Mfr. No. 128
WORCESTER TOY CO.

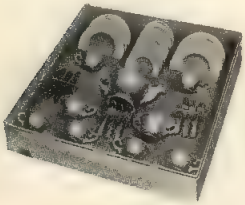
Dealer Price ..... 122-60 Y
Suggested Retail Price ..... $3.95 ea.
Inv. ..... **Pur.** .....

MOTHER GOOSE TEA SET

A plastic tea set with Mother Goose rhymes printed on each piece. Consists of sugar bowl, creamer, large tea pot and cover, 2 platters, 4 spoons, 4 knives, 4 forks, 4 napkins. In acetate window box with Mother Goose rhymes on back. Packed six per carton.

No. 51002 — Mfr. No. 4647
IDEAL TOY CO.

Dealer Price ..... M41-95 W
Suggested Retail Price ..... $2.98 ea.
Inv. ..... **Pur.** .....



DINNERWARE SET

Service for 6; has 41 pieces. All pieces have colorful 2-tone design. Consists of six each: cake plates, saucers, cups, knives, forks, spoons. Also tea pot, sugar bowl, creamer. Box size 16½" x 16½" x 4".

No. 51008★—Mfr. No. 802A
BANNER PLASTICS CORP.

Dealer Price ..... N91-95 T
Suggested Retail Price ..... $2.98 ea.
Inv. ..... **Pur.** .....

KNOBBY KNITTER SPOOLS

A thrilling hobby for boys and girls. Set consists of 2 wood knitting spools, 8 skeins of wool in assorted colors, metal scissors, wood knitting needle. All in colorful box. Twenty-four per carton.

No. 51016—Mfr. No. 3565
TRANSOGRAM COMPANY, INC.

Dealer Price ..... XB-65 O
Suggested Retail Price ..... $ .98 ea.
Inv. ..... **Pur.** .....

ADJUSTABLE LOOM SET

Set contains metal adjustable loom, package loopers in assorted colors, skein wool, looper hook, weaving needle, instruction booklet. All contents in die-cut platform. Box size 12" x 10" x 1⅞". 36 per carton.

No. 51018★—Mfr. No. 600
H. DAVIS CO.

Dealer Price ..... E6-71 S
Suggested Retail Price ..... $1.09 ea.
Inv. ..... **Pur** .....

CUSHIONIZED BALANCE STAFF
Guaranteed Never to Break

CUSHIONS THE SHOCK

SHOCK PROTECTED

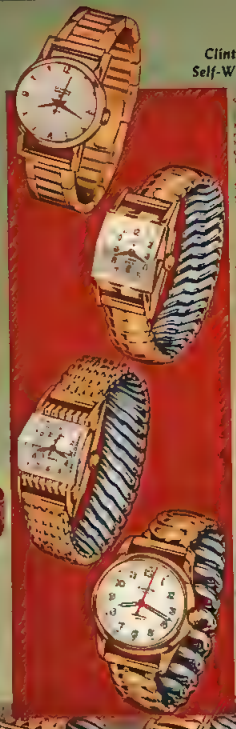
CLINTON

WATCHES

A watch to treasure in rich 14K yellow gold case modern sculptured figures on dial curved crystal genuine alligator strap 17 jewel shock protected CLINTON movement
174C6500 Retail $140 50

Similarly splendid watch 14K yellow gold case, modern ROUND style
176C6500 Retail $140 50

Clinton Automatic Self-Winding Watches



Cherish this CLINTON automatic self winding watch Lavishly beautiful glistening 14K yellow gold case matching hand wrought 14K gold link band for the ultimate in quality sweep second hand 17 jewel shock protected CLINTON movement
178C18200 Retail $383.00

Same as above with rich genuine alligator leather band
180C7700 Retail $163.50

CLINTON automatic self winding watch Highly polished 10K yellow rolled gold plate case steel back four way crystal matching gold filled expansion band 17 jewel shock protected CLINTON movement
182C4375 Retail $92.00

Automatic Self-Winding watch Handsome 10K yellow rolled gold plate case steel back new pyramid crystal gold filled combination basket weave expansion band sweep second hand 17 jewel shock protected CLINTON movement
184C4700 Retail $100.00

Automatic self winding waterproof watch Round yellow waterproof case steel back sweep second hand luminous dial gold filled expansion band 17 jewel shock-protected CLINTON movement
186C5150 Retail $109 00

As above with stainless steel case and genuine leather band
188C3825 Retail $71 50

Handsome high polished 14K yellow gold case high raised crystal matching Kreisler gold filled modern expansion band 17 jewel shock protected CLINTON movement
190C4550 Retail $97 50

Yellow 14K gold case modern case high raised crystal and handsome matching gold filled expansion band 17 jewel shock protected CLINTON movement
192C3325 Retail $64.00

10K yellow rolled gold plate case steel back 3 way beveled crystal matching gold filled mesh expansion band 17 jewel shock protected CLINTON movement
194C3225 Retail $62.25

10K yellow R G P case steel back gold filled expansion band 17 jewel shock protected CLINTON movement
196C2650 Retail $51 25

As above 7 jewel shock protected movement leather strap
197C1675 Retail $32.00

Popular 10K yellow rolled gold plate case steel back pyramid crystal matching gold filled expansion band 17 jewel shock-protected CLINTON movement
198C3625 Retail $51 25

CUSHIONIZED BALANCE STAFF

Guaranteed Never to Break

CUSHIONS THE SHOCK

SHOCK PROTECTED

CLINTON

WATCHES

Fashioned Styled · Ultra Precision

Fully Guaranteed
Anti-Magnetic and Dust-Protected
Nationally Advertised Bracelets
Beautifully Gift Boxed

Triple-Selected Diamonds

All diamonds in Clinton watches are triple-selected for brilliance, fine color and superior cut. Every diamond is perfectly matched.

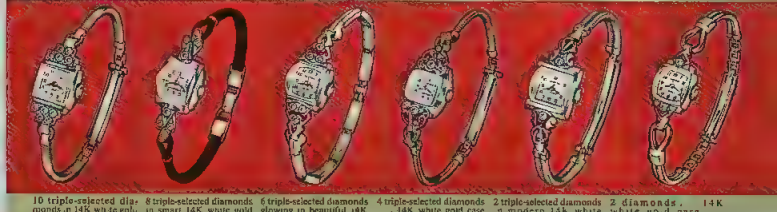
Balance Staff Guaranteed Never to Break

The "Cushionized Balance Staff" is an exclusive shock-protecting feature available only in Clinton Watches and is guaranteed NEVER TO BREAK

Watches illustrated slightly smaller than actual size. Suggested retail prices include existing Federal Excise Tax. Prices subject to change without notice.

20 triple-selected diamonds in 14K white gold case 17 jewel shock protected CLINTON movement dome crystal ... Kreisler gold filled bracelet
100C18900 Retail $400.00

As above with rich 14K white gold Kreisler snake bracelet.
102C21700 Retail $460.00



10 triple-selected diamonds in 14K white gold case fishtail setting flat rock crystal and matching Kreisler gold-filled snake bracelet 17 jewel shock-protected CLINTON movement
104C12450 Retail $262.00

8 triple-selected diamonds in smart 14K white gold case in ultra modern design pyramid crystal , matching black silk cord bracelet. 17 jewel shock-protected CLINTON movement
106C11000 Retail $232.00

6 triple-selected diamonds glowing in beautiful 14K white gold case dome crystal, matching Kreisler gold filled expansion bracelet . 17 jewel shock-protected CLINTON movement
108C9150 Retail $192.00

4 triple-selected diamonds . 14K white gold case with newest sculptured ends , rock crystal matching Kreisler gold-filled snake bracelet 17 jewel shock-protected CLINTON movement
110C7700 Retail $163.50

2 triple-selected diamonds in modern 14K white gold case with unusually designed ends dome crystal. Kreisler gold-filled snake bracelet 17 jewel shock-protected CLINTON movement
112C6150 Retail $129.50

2 diamonds . 14K white gold case . Kreisler gold-filled bracelet 17 jewel shock protected CLINTON movement
114C5250 Retail $125.00

As above in 14K yellow gold.
116C5250 Retail $125.00

GUARANTEE

CLINTON watches are fully guaranteed against all factory defects in workmanship and material and the "cushionized" balance staff is guaranteed NEVER TO BREAK. All parts are standard and interchangeable. Each watch is electronically tested and inspected for ultra precision accuracy.

Modern 14K yellow gold case . . . dome crystal and Kreisler gold-filled solid and bracelet . . 17 jewel shock-protected CLINTON movement
180C4030 Retail $85.00

Same as above in glistening 14K white gold.
182C4050 Retail $85.00

SHOCK PROTECTED

Clinton WATCHES

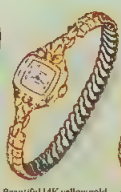
Fashioned Styled · Ultra Precision

CUSHIONIZED BALANCE STAFF
Guaranteed Never to Break

CUSHIONS THE SHOCK

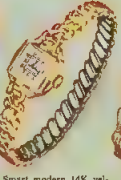
2 triple-selected diamonds in a modern 14K yellow gold case . . high dome crystal . . new telescope expansion gold-filled bracelet . . 17 jewel shock-protected CLINTON movement.
184C6090 Retail $129.50

New modern 14K yellow gold case with highly polished dome ends . . flat rock crystal . . matching black silk cord bracelet . . 17 jewel shock-protected CLINTON movement
180C3460 Retail $66.50



Beautiful 14K yellow gold case with new sculptured bow ends . . flat rock crystal . . matching embossed gold-filled expansion bracelet . . 17 jewel shock-protected CLINTON movement
188C3780 Retail $79.50

Alluring 14K yellow gold case with highly polished ends . . high dome crystal . . matching gold-filled telescope expansion bracelet . . . 17 jewel shock-protected CLINTON movement
130C3600 Retail $69.50



Smart modern 14K yellow gold case with new side dome crystal . . matching gold filled expansion bracelet with new link style top . . . 17 jewel shock-protected CLINTON movement
132C3950 Retail $89.75

14K yellow gold case with highly polished faceted ends . high dome crystal . Gold-filled fancy telescope expansion bracelet . 17 jewel shock-protected CLINTON movement
134C3850 Retail $81.00

Modern 10K yellow rolled gold plate case, steel back . . dome crystal . silk cord bracelet . 17 jewel shock protected CLINTON movement.
136C2275 Retail $48.50

Same as above with 7 jewel shock-protected CLINTON movement.
137C1790 Retail $34.75

Fluted 10K yellow rolled gold plate case, steel back . . dome crystal . . . matching gold-filled telescope expansion bracelet . . 7 jewel shock protected CLINTON movement
138C2730 Retail $52.75

2 triple-selected diamonds mounted in a 10K yellow rolled gold plate case with white filigree end ornaments . rock crystal . silk cord bracelet . 17 jewel shock-protected CLINTON movement.
140C3500 Retail $67.50

Same as above in all white case.
142C3500 Retail $67.50

[illegible] Retail $64.00

[illegible] Retail $64.00

Beautiful 10K yellow rolled gold plate case, steel back . . high dome crystal . richly embossed gold-filled expansion bracelet . . . 17 jewel shock protected CLINTON movement.
148C2590 Retail $49.75

Smartly styled 10K yellow rolled gold plate case, steel back . . high dome crystal . . . matching link design gold-filled expansion bracelet . . 17 jewel shock-protected CLINTON movement.
150C2875 Retail $55.00

Modern 10K yellow rolled gold plate case steel back . . flat rock crystal . . matching fancy gold-filled telescope expansion bracelet . 17 jewel shock-protected CLINTON movement
152C2800 Retail $54.00

NURSES' WATCH
RED SWEEP HAND

Classic 10K yellow rolled gold plate case steel back . . dome crystal . gold-filled expansion bracelet . 17 jewel shock-protected CLINTON movement.
154C2875 Retail $55.00

14K yellow gold . . expansion gold-filled bracelet . 17 jewel shock-protected CLINTON movement
156C3990 Retail $83.75

As above in 10K yellow R.G.P. case.
158C3075 Retail $59.00

Modern 10K yellow rolled gold plate case, steel back . . high dome crystal . . . gold-filled telescope expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
160C2650 Retail $51.25

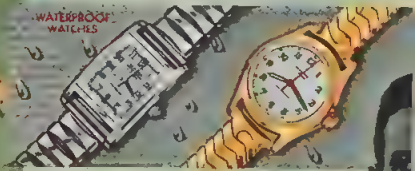
A lovely 10K yellow rolled gold plate case, steel back . . . high dome crystal . . gold-filled expansion bracelet . . . 17 jewel shock-protected CLINTON movement
162C2525 Retail $48.50

10K yellow rolled gold plate case, steel back . . 17 jewel shock-protected CLINTON movement.
164C2140 Retail $41.50

As above, 7 jewel, shock-protected
165C1610 Retail $30.75

10K yellow rolled gold plate case, steel back . . . rock crystal . . . gold-filled ornamented open end expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
166C2380 Retail $46.00

WATERPROOF WATCHES



Flashing highly polished stainless steel waterproof case with matching faceted gold-filled expansion band . . large sweep second hand . . 17 jewel shock-protected CLINTON movement
168C3825 Retail $80.00

Yellow waterproof case steel back . . large sweep hand . . gold-filled expansion band . 17 jewel shock-protected CLINTON movement
170C3000 Retail $57.50

As above, chrome top, leather strap
172C2380 Retail $46.00

CUSHIONIZED BALANCE STAFF
Guaranteed Never to Break

CUSHIONS THE SHOCK

SHOCK PROTECTED

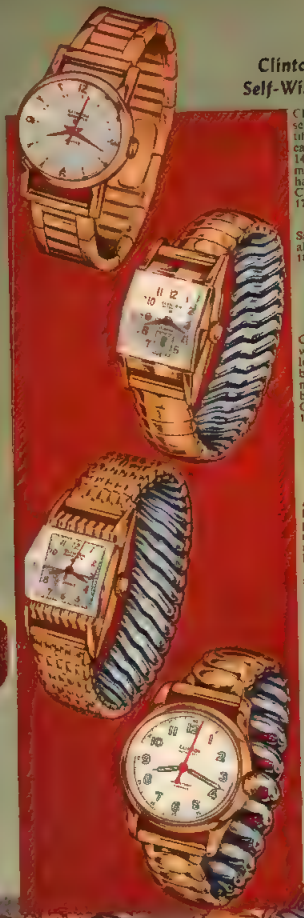
CLINTON

WATCHES

A watch to treasure in rich 14K yellow gold case, modern sculptured figures on dial . . curved crystal . . . genuine alligator strap . . . 17 jewel shock-protected CLINTON movement.
174C Retail $140.50
Net, Each $63.70

Similarly splendid watch, 14K yellow gold case, modern ROUND style.
176C Retail $140.50
Net, Each $63.70

Clinton Automatic Self-Winding Watches



Cherish this CLINTON automatic self-winding watch. Lavishly beautiful glistening 14K yellow gold case . . . matching hand wrought 14K gold link band for the ultimate in quality . . . sweep second hand . . . 17 jewel shock-protected CLINTON movement.
178C Retail $383.00
Net, Each $178.36

Same as above with rich genuine alligator leather band.
180C Retail $163.50
Net, Each $75.46

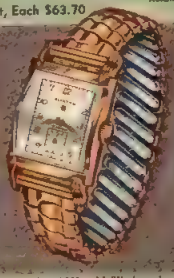
CLINTON automatic self-winding watch. Highly polished 10K yellow rolled gold plate case, steel back . . . four-way crystal . . . matching gold-filled expansion band . . . 17 jewel shock-protected CLINTON movement.
182C Retail $92.00
Net, Each $42.88

Automatic Self-Winding watch. Handsome 10K yellow rolled gold plate case, steel back . . new pyramid crystal . . . gold-filled combination basket-weave expansion band . . . sweep second hand . . . 17 jewel shock-protected CLINTON movement.
184C Retail $100.00
Net, Each $46.06

Automatic self-winding waterproof watch. Round yellow waterproof case, steel back . . . sweep second hand . . . luminous dial . . . gold-filled expansion band . . . 17 jewel shock-protected CLINTON movement.
186C Retail $109.00
Net, Each $50.47

As above with stainless steel case and genuine leather band.
188C Retail $71.50
Net, Each $37.49

Handsome highly polished 14K yellow gold case . . . high raised crystal . . . matching Kreisler gold-filled modern expansion band . . . 17 jewel shock-protected CLINTON movement.
190C Retail $97.50
Net, Each $44.59



Yellow 10K gold-filled modern case . . . high raised crystal and handsome matching gold-filled expansion band . . . 17 jewel shock-protected CLINTON movement.
192C Retail $64.00
Net, Each $32.59

10K yellow rolled gold plate case, steel back . . . four-way beveled crystal . . . matching gold-filled mesh expansion band . . . 17 jewel shock protected CLINTON movement.
194C Retail $62.25
Net, Each $31.60

10K yellow R.G.P. case, steel back . . . gold filled expansion band . . . 17 jewel shock-protected CLINTON movement.
196C Retail $51.25
Net, Each $25.97

As above, 7 jewel shock-protected movement, leather strap.
197C Retail $32.00
Net, Each $16.42

Popular 10K yellow rolled gold plate case, steel back . . . pyramid crystal . . . matching gold-filled expansion band . . . 17 jewel shock-protected CLINTON movement.
198C Retail $51.25
Net, Each $25.73

CUSHIONIZED BALANCE STAFF

Guaranteed Never to Break

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Anti-Magnetic and Dust-Protected
Nationally Advertised Bracelets
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Triple-Selected Diamonds

All diamonds in Clinton watches are triple-selected for brilliance, fine color and superior cut. Every diamond is perfectly matched.

Balance Staff Guaranteed Never to Break

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Watches illustrated slightly smaller than actual size. Suggested retail prices include existing Federal Excise Tax. Prices subject to change without notice.

20 triple-selected diamonds in 14K white gold case 17 jewel shock protected CLINTON movement. . dome crystal . . . Kreisler gold filled bracelet.
100C Retail $400.00
Net, Each $185.22

As above with rich 14K white gold Kreisler snake bracelet.
102C Retail $460.00
Net, Each $212.66

10 triple selected diamonds in 14K white gold case, fishtail setting flat rock crystal and matching Kreisler gold-filled snake bracelet 17 jewel shock-protected CLINTON movement
104C Retail $262.00
Net, Each $122.00

8 triple selected diamonds in smart 14K white gold case in ultra modern design . . pyramid crystal . . . matching black silk cord bracelet 17 jewel shock protected CLINTON movement
106C Retail $232.00
Net, Each $107.80

6 triple selected diamonds glowing in beautiful 14K white gold case dome crystal matching Kreisler gold-filled expansion bracelet 17 jewel shock-protected CLINTON movement
108C Retail $192.00
Net, Each $89.67

4 triple selected diamonds 14K white gold case with newest sculptured ends rock crystal matching Kreisler gold-filled snake bracelet 17 jewel shock-protected CLINTON movement
110C Retail $163.50
Net, Each $75.46

2 triple-selected diamonds in modern 14K white gold case with unusually designed ends . . dome crystal Kreisler gold filled snake bracelet 17 jewel shock protected CLINTON movement
112C Retail $129.50
Net, Each $60.27

2 diamonds 14K white gold case Kreisler gold filled bracelet 17 jewel shock-protected CLINTON movement
114C Retail $125.00
Net, Each $57.33

As above 14K yellow gold
116C Retail $125.00
Net, Each $57.33

GUARANTEE

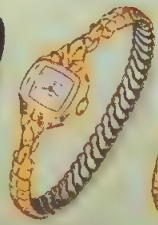
CLINTON watches are fully guaranteed against all factory defects in workmanship and material and the "cushionized" balance staff is guaranteed NEVER TO BREAK. All parts are standard and interchangeable. Each watch is electronically tested and inspected for ultra precision accuracy

Modern 14K yellow gold case dome crystal and Kreisler gold-filled solid end bracelet. 17 jewel shock-protected CLINTON movement
180C Retail $85.00
Net, Each $39.69

Same as above in glistening 14K white gold.
122C Retail $85.00
Net, Each $39.69

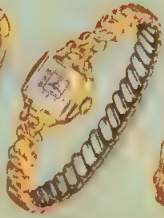
2 triple selected diamonds in a modern 14K yellow gold case . . . high dome crystal new telescope expansion gold-filled bracelet 17 jewel shock-protected CLINTON movement.
124C Retail $129.50
Net, Each $59.00

New modern 14K yellow gold case with highly polished dome ends flat rock crystal matching black silk cord bracelet 17 jewel shock-protected CLINTON movement
126C Retail $66.50
Net, Each $33 91



Beautiful 14K yellow gold case with new sculptured bow ends flat rock crystal matching embossed gold-filled expansion bracelet 17 jewel shock-protected CLINTON movement
128C Retail $79.50
Net, Each $37.04

Alluring 14k yellow gold case with highly polished ends high dome crystal . . matching gold-filled telescope expansion bracelet . 17 jewel shock-protected CLINTON movement
130C Retail $69.50
Net, Each $35.28



Smart modern 14K yellow gold case with new side dome crystal matching gold-filled expansion bracelet with new link style top . 17 jewel shock-protected CLINTON movement
132C Retail $83 75
Net, Each $38 71

14K yellow gold case with highly polished faceted ends . high dome crystal. Gold-filled fancy telescope expansion bracelet . 17 jewel shock-protected CLINTON movement
134C Retail $81.00
Net, Each $37 73

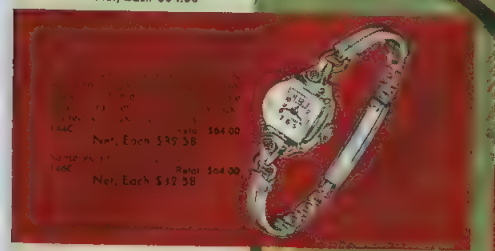
Modern 10K yellow rolled gold plate case, steel back . . . dome crystal silk cord bracelet . . . 17 jewel shock protected CLINTON movement.
136C Retail $43.50
Net, Each $22.30

Same as above with 7 jewel shock-protected CLINTON movement.
137C Retail $34.75
Net, Each $17.54

Fluted 10K yellow rolled gold plate case, steel back . . . dome crystal . . . matching gold-filled telescope expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
138C Retail $52.75
Net, Each $26.75

2 triple-selected diamonds mounted in a 10K yellow rolled gold plate case with white filigree end ornaments . . . rock crystal . . . silk cord bracelet . . . 17 jewel shock-protected CLINTON movement
140C Retail $67.50
Net, Each $34.30

Same as above in all white case
142C Retail $67.50
Net, Each $34.30



144C Retail $64.00
Net, Each $35.58

146C Retail $64.00
Net, Each $32.58

Beautiful 10K yellow rolled gold plate case, steel back . . . high dome crystal . . . richly embossed gold-filled expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
148C Retail $49.75
Net, Each $25.38

Smartly styled 10K yellow rolled gold plate case, steel back . . . high dome crystal . . . matching link design gold-filled expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
150C Retail $55.00
Net, Each $28.17

Modern 10K yellow rolled gold plate case, steel back . . . flat rock crystal . . . matching fancy gold-filled telescope expansion bracelet . . . 17 jewel shock-protected CLINTON movement
152C Retail $54.00
Net, Each $27.44

NURSES WATCH
RED SWEEP HAND

Classic 10K yellow rolled gold plate case, steel back . . dome crystal . . gold-filled expansion bracelet . . 17 jewel shock-protected CLINTON movement
154C Retail $55.00
Net, Each $28.17

14K yellow gold . . expansion gold-filled bracelet . . . 17 jewel shock-protected CLINTON movement
156C Retail $83.75
Net, Each $39.10

As above in 10K yellow R.G.P. case
158C Retail $59.00
Net, Each $30.13

Modern 10K yellow rolled gold plate case, steel back . . . high dome crystal . . . gold-filled telescope expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
160C Retail $51.25
Net, Each $25.97

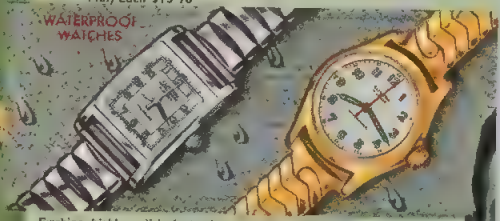
A lovely 10K yellow rolled gold plate case, steel back . . . high dome crystal . . . gold-filled expansion bracelet . . . 17 jewel shock-protected CLINTON movement.
162C Retail $48.50
Net, Each $24.74

10K yellow rolled gold plate case, steel back . . . 17 jewel shock-protected CLINTON movement
164C Retail $41.50
Net, Each $20.97

As above, 7 jewel, shock-protected
165C Retail $30.75
Net, Each $15.78

10K yellow rolled gold plate case, steel back . . . rock crystal . . gold-filled ornamented open end expansion bracelet . . 17 jewel shock-protected CLINTON movement.
166C Retail $46.00
Net, Each $23.32

WATERPROOF WATCHES



Flashing highly polished stainless steel waterproof case with matching faceted gold-filled expansion band . . . large sweep second hand . . . 17 jewel shock-protected CLINTON movement
168C Retail $80.00
Net, Each $37.49

Yellow waterproof case, steel back . . . large sweep hand . . gold-filled expansion band . . . 17 jewel shock-protected CLINTON movement
170C Retail $57.50
Net, Each $29.40

As above, chrome top; leather strap.

Presenting our Newest Line

USING THE ONLY REAL 12½" DOLL BODY

★ These Dolls stand 14" Fully Dressed ★

"SUGAR AND SPICE . . . AND EVERYTHING NICE"

This new Character Doll Line by Duchess features a 12½ inch all plastic — beautifully molded doll body equipped with moving eyes, head, arms and legs that enables one to stand or sit the doll in any position desired. Blue eyes set deep in a pretty face look out from under long eyelashes with a captivating charm and appeal that is irresistible.

These Duchess 12½ inch dolls are all dressed in exquisitely designed gowns made of the finest of silks, satins and colorful rayons and are trimmed and decorated with ribbon and lace.

Each doll is packaged in an attractive acetate window box designed for fast sales.

Duchess Doll Corp.

SALES REPRESENTATIVE

Northeast & Midwest
Harmar & Company, Inc.
200 Fifth Avenue, Room 261
New York, N. Y.

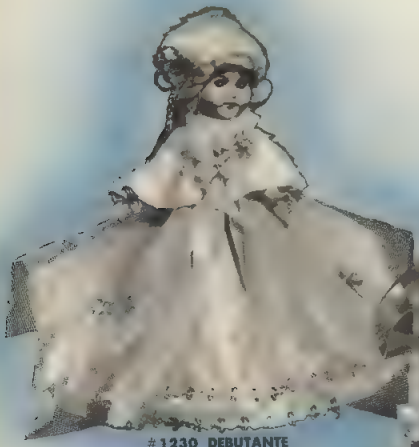
Southwest
Scott-Fitch Sales Co.
1505 West Berry
P. O. Box 11216
Fort Worth, Texas

North Central States
Russell W. Kress
5404 Bryant Avenue, South
Minneapolis, Minn.

Western
Irving S. Cutler
14362 Nirmada
Van Nuys, California

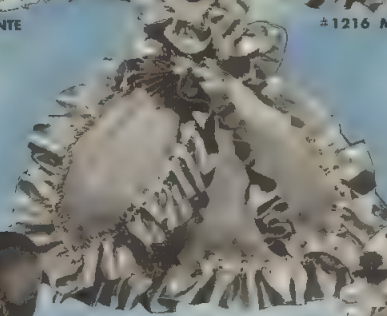
Southeast
P. C. Brockman & Associates
1 Chamber of Commerce Building
Atlanta, Ga

Northwest
L. W. Davidson & Associates
2506 Tenth Avenue, South
Seattle, Washington



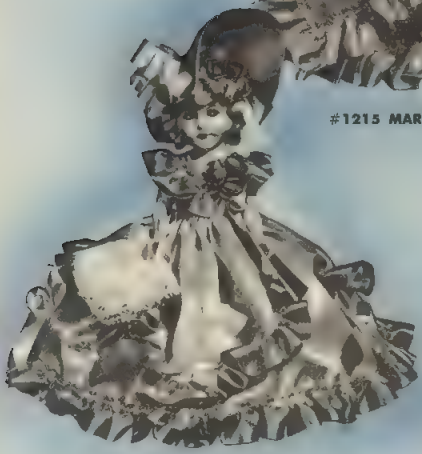
#1230 DEBUTANTE

#1216 MAID OF HONOR



#1215 MARTHA WASHINGTON

#123



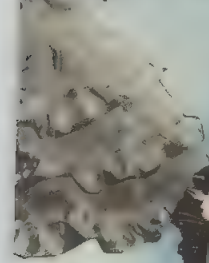
#1220 VANITY GIRL

#1203 FRENCH GIRL

MAR 1 1 1952

#1205 SPANISH GIRL

#1204 SWEETHEART



ELLA

#1236 ISRAEL GIRL

#1210 ITALIAN GIRL

#1202 DUTCH GIRL

#1214 IRISH GIRL

#1213 THE NUN

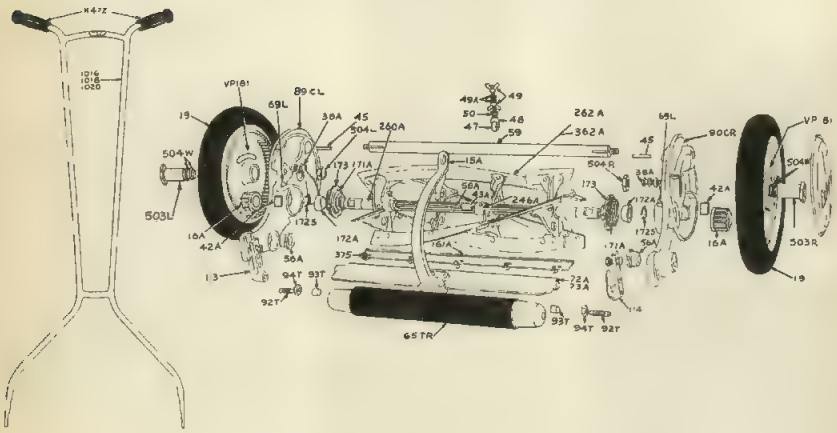
#1239 ALICE IN WONDERLAND

DUCHESS DOLL CORPORATION Jackson Heights, N. Y.

ECLIPSE LAWN MOWER PARTS

Model L

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings; then give part number and quantity desired.



ECLIPSE LAWN MOWER PARTS

Model L

Part No.	Part Name	Quantity	Each
3B	Handle iron stud and sleeve, used with 364A handle irons	2	$0.35
3BA	Handle iron stud and sleeve, used with steel handle	2	.35
5	Handle cap casting, to hold wood grip to handle	1	.30
13	Tire, give wheel number	2	2.65
13	Roller hanger, left, for 7/10" diameter roller pin	1	.50
K13	Roller hanger, left, used only with side-plate HC89	1	.75
14	Roller hanger, right, for 7/16" diameter roller pin	1	.50
K14	Roller hanger, right, used only with HC90 side plate	1	.75
15A	Lever adjustment, riveted to lower bar	1	.75
16A	Wheel drive pinion	2	.50
19	Tire, give wheel number	2	2.65
20	Tire, give wheel number	2	1.95
42A	Pawl, used in 16A pinion	2	.25
43A	Brass lug and screw, used inside of reel shaft	1	.45
44	"U" bolt, to hold wood grip to handle	1	.45
45	Taper pin, used in side plate, at tie rod	2	.15
46A	Aluminum reversing sleeve, on reel shaft	1	.75
47	Ring, on tie rod, for finger tip adjustment	1	.30
K47Z	Rubber handle grip, for 11/16" diameter steel handle	2	.75
48	Rest, on tie rod, for finger tip adjustment	1	.15
49	Wing nut, for finger tip adjustment	1	.15
49A	Cup Washer, for finger tip adjustment	2	.05
	Wing nut adjustment, complete	1	1.05
50	Threaded bolt, for finger tip adjustment	1	.25
56A	Brass eccentric, for lower bar adjustment	2	1.05
69L	Oil cup	2	.25
K79A	Cast roller spacer, used only with HC89 and HC90 side plate	2	.45
K80	End roller, used only with HC89 and HC90 side plate	2	1.45
HC81	Center roller, used only with HC89 and HC90 side plate	1	1.45
81L	Wheel, used on cast iron axle	2	3.30
89A	Side plate, left	1	4.40
89B	Side plate, left	1	4.40
89C	Side plate, left	1	4.40
89CL	Side plate, left, left journal thread	1	4.40
HC89	Side plate, left, Hi-Cut	1	4.40
90A	Side plate, right	1	4.40
90B	Side plate, right	1	4.40
90C	Side plate, right	1	4.40
HC90	Side plate, right, Hi-Cut	1	4.40
91G	Wood handle grip	1	.50
91S	Wood handle tongue	1	1.05
92	Roller pin, 7/16" diameter	2	.15
92T	Roller hanger adjusting screw	2	.15
93M	Side plate, left	1	3.95
93T	Cone, used in end of rubber covered roller	2	.15
94M	Side plate, right	1	3.95
94T	Lock nut, used on 92T roller adjusting screw	2	.10
113	Roller hanger, left, with adjusting screw and nut	1	.75
114	Roller hanger, right, with adjusting screw and nut	1	.75
171	Reel bearing, with notched adjustment	2	1.45
171A	Reel bearing, with hex. adjustment	2	1.45
172	Reel bearing cone, held on reel shaft by 2 screws	2	$0.75
172A	Reel bearing cone, pressed on reel shaft	2	.75
172S	Ring spring, for 172A cone	2	.15
173	Reel bearing lock nut	2	.30
181L	Wheel, for steel axle, cast rim	2	4.40
181LP	Wheel, for steel axle, using pneumatic tire	2	4.40
181LSP	Wheel, for steel axle, using No. 20 rubber tire	2	4.40
VP181	Wheel, for steel axle, using No. 19 tire	2	4.40
246A	Steel reversing sleeve, on reel shaft	1	.75
357	Wood handle, complete	1	1.45
375	Lower blade screw	6	.03
503L	Steel wheel axle, with nut and washers, left thread	1	.75
503R	Steel wheel axle, with nut and washers, right thread	1-2	.75
504L	Hex. wheel axle nut, left thread	2	.15
504MW	Special washers for 503M axle	6	.01
504R	Hex. wheel axle nut, right thread	2	.15
1016	Steel handle, for 16" size, with rubber grips	1	7.35
1018	Steel handle, for 18" size, with rubber grips	1	7.35
1020	Steel handle, for 20" size, with rubber grips	1	7.35
	Steel cap and screws for VP181 wheel	2	1.05

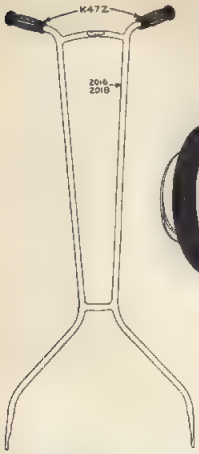
PARTS HAVING VARIOUS CUTTING SIZES

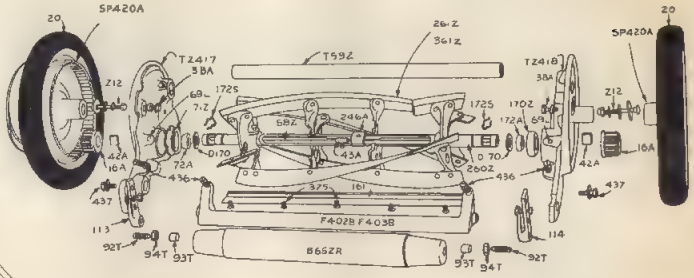
Part No.	Part Name	Quantity	14"	16"	18"	20"
58A	Flat reversing spring, used in reel shaft	1	$1.00	$1.20	$1.30	$1.45
59	Tie rod, 7/8" diameter	1	1.30	1.45	1.60	1.75
60A	Reel shaft used with aluminum reversing sleeve	1	1.75	1.90	2.05	2.20
65	Wood roller with 7/16" diameter pins in each end	1	.80	.90	.95	1.00
65TR	Rubber covered roller with cones in each end	1		1.95	2.05	2.10
71A	Lower bar, complete with blade	1	3.90			
72B	Lower bar, complete with blade	1		4.45		
73B	Lower bar, complete with blade	1			5.05	
74A	Lower bar, complete with blade	1				5.70
HC92	Roller shaft used only with HC89 and HC90 side plate	1	1.15	1.15	1.15	1.15
161A	Lower cutter blade and screws	1	1.30	1.45	1.60	1.75
260A	Reel shaft, using steel reversing sleeve	1	2.35	2.50	2.65	2.80
262A	5 blade reel assembly, less shaft, not sharpened	1		9.60	11.00	11.75
362A	5 blade reel, complete, sharpened	1	14.70	16.15	17.66	19.10
364	Handle irons, having oblong hole at side plate end	1	1.05	1.20	1.25	1.30
364A	Handle irons, having round hole at side plate end	1	1.05	1.20	1.25	1.30

ECLIPSE LAWN MOWER PARTS

Zephyr

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings; then give part number and quantity desired.





Part No.	Part Name	Quantity	Each
3B	Handle iron stud and sleeve, used with 364A handle irons	2	$0.35
3BA	Handle stud and sleeve, used with steel handle	2	.35
5	Handle cap casting, to hold wood grip to handle	1	.30
Z12	Wheel bolt and washer	2	.30
13	Rubber tire for Z420P wheel (replaces pneumatic)	2	2.65
16A	Wheel drive pinion	2	.50
19	Rubber tire for VP420 wheel	2	2.65
20	Rubber tire for Z420SP and SP420A wheels	2	1.95
42A	Pawl, used in 16A pinion	2	.25
43A	Brass lug and screw, used in reel shaft	1	.45
44	"U" bolt, to hold wood grip to handle	1	.45
K47Z	Rubber grip, for 11/16" diameter steel handle	2	.75
69L	Oil cup	2	.25
91G	Wood handle grip, only	1	.50
91Z	Wood handle tongue, only	1	1.05
92	Roller pin, 7/16" diameter	2	.15
92T	Roller hanger adjusting screw	2	.15
93T	Cone, used in end of roller with 113 and 114 hanger	2	.15
94T	Lock nut, for 92T adjusting screw	2	.10
113	Roller hanger, left, with 92T and 94T screw and nut	1	.75
114	Roller hanger, right with 92T and 94T screw and nut	1	.75
D170	Dust cap, for reel bearings	2	.15
170Z	Reel bearing, right	1	1.05
171Z	Reel bearing, left, with lock nut	1	1.45
172A	Cone, for reel bearing	2	.75
172S	Ring spring for 172A cone	2	.15
216A	Steel reversing sleeve, on reel shaft	1	.75
315	Roller hanger, left, for 7/16" roller pin	1	.50
316	Roller hanger, right, for 7/16" roller pin	1	.50
357	Wood handle, complete	1	1.45
375	Screws for lower blade steel	5-6	.03
Z415	Side plate, left	1	4.40
Z415A	Side plate, left	1	4.40
Z416	Side plate, right	1	4.40
Z416A	Side plate, right	1	4.40
TZ417	Side plate, left	1	4.40
TZ418	Side plate, right	1	$4.40
SP420A	Wheel, casting only	2	4.40
Z420P	Wheel, casting only	2	4.40
Z420SP	Wheel, casting only	2	4.40
VP420	Wheel, casting only	2	4.40
436	Lower bar adjusting screws	4	.15
437	Bar end bolt and washer	2	.15
2016	Steel handle with grips, 16" size	1	7.35
2018	Steel handle with grips 18" size	1	7.35
	Hub cap	2	1.05

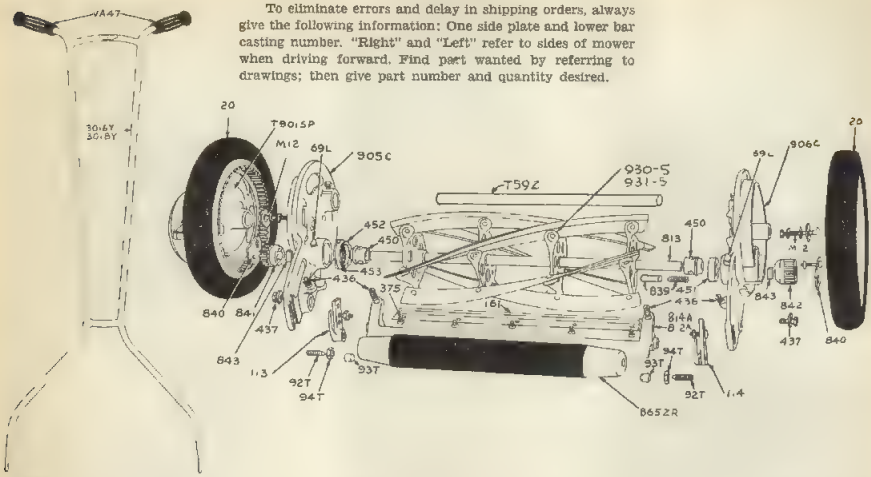
PARTS HAVING VARIOUS CUTTING SIZES

Part No.	Part Name	Quantity	Length 14"	16"	18"
58Z	Flat reversing spring, used in reel shaft	1	$1.00	$1.20	$1.30
59Z	Tie rod, 3/4" diameter	1	1.00	1.15	1.25
T59Z	Tie rod, 1" diameter	1	1.25	1.45	1.60
65	Wood roller with 7/16" pins	1	.80	.90	.95
B65ZR	Rubber covered roller, with cones in each end	1		1.95	2.10
161	Lower blade steel and screws	1	1.30	1.45	1.60
260Z	Reel shaft, tube only	1	2.35	2.50	2.60
261Z	Reel assembly, less shaft and cones, not sharpened, 5 blades	1	....	8.80	10.30
262Z	Reel assembly, less shaft and cones, not sharpened, 4 blade	1	8.10	8.80	10.30
361Z	Reel, complete with cones, sharpened, 5 blade	1	13.25	14.70	16.15
362Z	Reel, complete with cones, sharpened, 4 blade	1	11.75	13.25	14.70
364Z	Handle irons (pair) oblong hole at side plate end	1	1.05	1.20	1.25
364ZA	Handle irons (pair) round hole at side plate end	1	1.05	1.20	1.25
F401	Lower bar with blade	1	2.90	..	.
F402-B	Lower bar with blade	1		3.30	
F403-B	Lower bar with blade	1	.		3.70

ECLIPSE LAWN MOWER PARTS

Vogue

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings; then give part number and quantity desired.



Part No.	Part Name	Quantity	Each
HC3	Wheel, casting only	2	$4.40
HC3A	Wheel, casting only	2	4.40
3BB	Handle stud and sleeve, for steel handle	2	.35
L10	Handle cap casting, to hold wood grip to handle	1	.30
M12	Wheel bolt and washer	2	.30
16	Tire, give wheel number	2	2.65
20	Tire, give wheel number	2	1.95
30G	Wood handle grip	1	.45
30T	Wood handle tongue	1	.95
44	"U" bolt, to hold wood grip to handle	1	.45
VA47	Rubber handle grips, for steel handle	2	.75
69L	Oil cup	2	.25
92A	Roller pin, ⅝" diameter	2	.15
92T	Roller hanger adjusting screw	2	.15
93T	Cone, used in end of roller	2	.15
94T	Lock nut, for 92T roller adjusting screw	2	.10
113	Roller hanger, left, with adjusting screw	1	.75
114	Roller hanger, right, with adjusting screw	1	.75
357	Wood handle, complete	1	1.45
375	Screws, to hold lower cutting blade to bar	5-6	.03
436	Lower bar adjusting screws	4	.15
437	Bar end bolt and washer	2	.15
450	Cone, for reel bearing	2	.55
451	Reel bearing, press in type	1	.90
452	Reel bearing, screw in type, with lock nut	1	1.30
453	Lock nut, for 452 reel bearing	1	.30
805	Roller hanger, left, for ⅝" diameter roller pin	1	.50
805A	Roller hanger, left, with adjusting screw	1	.75
806	Roller hanger, right, for ⅝" diameter roller pin	1	.50
806A	Roller hanger, right, with adjusting screw	1	.75
839	Adams sharpener lug and screw	1	.15
PC840	Pinion cover and bolt	2	.25
841	Wheel drive pinion, left	1	.45
842	Wheel drive pinion, right	1	.45
843	Pawl, for 841 and 842 pinions	2	.25
901P	Wheel (Discontinued, substitute iron rim wheel No. 901)	2	4.40
T901SP	Wheel, casting only	2	4.40

Part No.	Part Name	Quantity	Each
905	Side plate, left	1	$3.70
905A	Side plate, left	1	3.70
905B	Side plate, left	1	3.70
905C	Side plate, left	1	3.70
906	Side plate, right	1	3.70
906A	Side plate, right	1	3.70
906B	Side plate, right	1	3.70
906C	Side plate, right	1	3.70
D907	Side plate, left	1	3.70
M907	Side plate, left	1	3.70
T907	Side plate, left	1	3.70
D908	Side plate, right	1	3.70
M908	Side plate, right	1	3.70
T908	Side plate, right	1	3.70
3016Y	Steel handle 16", with rubber grips	1	4.40
3018Y	Steel handle 18", with rubber grips	1	4.40

PARTS HAVING VARIOUS CUTTING SIZES

Part No.	Part Name	Quantity	Length 16"	Length 18"
V59	Outer tie rod, 1½" diameter	1	$1.45	$1.60
T59Z	Tie rod, 1" diameter	1	1.45	1 60
65A	Wood roller, with ⅜" diameter pins	1	.90	.95
B65ZR	Rubber covered roller with cones	1	1.95	2.10
812A	Lower bar with blade	1	2.90	.....
813	Reel shaft	1	1 00	1.20
814A	Lower bar with blade	1	.....	3 30
835V	Inner tie rod, ⅝" diameter	1	.75	.90
861	Lower blade steel and screws	1	1.00	1 20
865C	Wood roller, with cones	1	.90	.95
930-5	Reel, less shaft, 5 blade, not sharpened	1	6.65	7 35
931-5	Reel, complete, 5 blade, sharpened	1	8.10	8.80
936	Handle irons with round hole at side plate end	1 pair	1.00	1.20

FOOTBALLS – BASKETBALLS – VOLLEY BALLS

Shure Winner Football. Regulation size football made of 50 oz material with heavy lining. All rubber valve bladder; inflating needle. Packed one dozen

No. 12R57. Per dozen..... **11.90**

Shure Winner Football. Same as above in 115 oz fabric. Official size and weight. Packed ½ dozen.

No. 12R63. Each..... **1.86**

6 or more. Each **1.70**

Official Night Football. Made of 115 oz. simulated leather fabric, white with black stripes. Official size and weight. Packed ½ dozen

No. 12R51. Each **2.10**

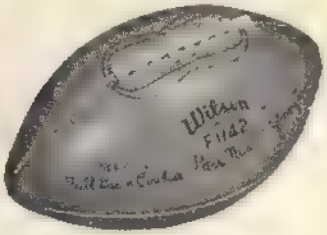
6 or more Each..... **1.90**

Wilson's Johnny Lujack Model Football. Official size and weight. Made of Dupont fabric that looks like real leather. Double lined. Packed each in box

No. 12R48. Each..... **2.24**

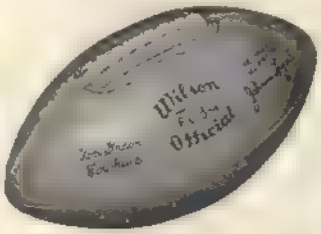
Wilson Charley Trippi Autographed Football. Full size. Pebbled cowhide Double lined

No. 12R58. Each **3.80**



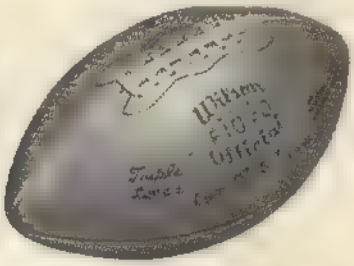
Wilson Official Intra-Mural Football. Made of selected full grain pebbled cowhide with a double lining. This ball is made to stand long service. Packed each in box

No. 12R14. Each..... **4.35**



Wilson Official Varsity Football. Official size and weight. Made of top selected full grain pebbled cowhide with triple lining for added strength and durability. Rawhide leather lacing. Rubber valve bladder

No. 12R50. Each **6.52**

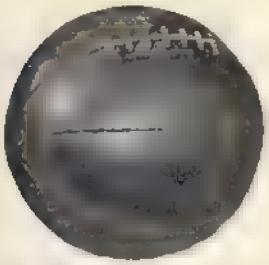


Wilson Official National Professional League Football. Made of selected full grain pebbled cowhide. Natural finish. Triple lining for added strength

No. 12R59. Each.. .. .. **12.10**

Basket Ball Goals. For backyard practice and play. 18 inch ring of ¼ x ¾ inch steel. Riveted to braceless type steel brackets. Enameled in black, complete with nets.

No. 12R1 Per pair..... **3.40**



Shure Winner Basketball. Regulation size made of 9 oz. fabric, rubber valve type bladder, needle. Packed ½ dozen

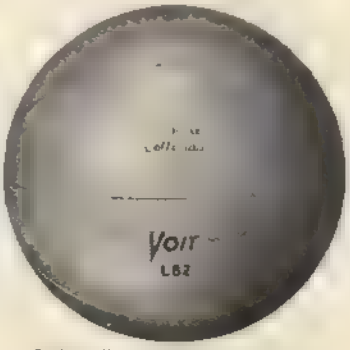
No. 12R53. Each..... **1.68**

Shure Winner Basketball. Same as above in Official size and weight 115 oz. fabric. Packed ½ dozen

No 12R54. Each..... **2.84**

Shure Winner Official Rubber Basketball. Official size and weight. Made with natural rubber in pebble grain finish. Built to give outstanding performance and service.

No. 12R55 Each **2.80**



Basketball. Covered with specially compounded long-wearing rubber. Lined with Voit fabric. Tough full molded natural rubber bladder. Official size shape, weight. Complete with standard inflating needle.

No. 12R100. Each **4.36**

Wilson Indestructo Rubber Covered Basketball. Made of fine quality rubber covering with multiple ply fabric lining. Will give durable service on any playing surface. Absolutely waterproof. Official size and weight

No. 12R62. Each **7.52**

Wilson Prep Basketball. Sturdily constructed throughout. Made of pebbled grain cowhide with double lining for added strength and durability. Rubber valve bladder.

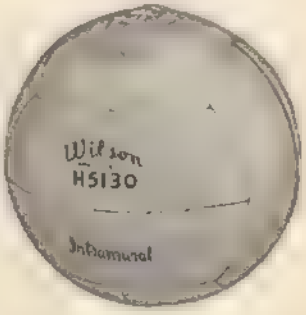
No. 12R40. Each..... **5.88**

Official Sturdi-sphere Basketball. Made of durable peppled cowhide over newly developed carcass. Channel seams.

No. 12R61. Each..... **10.38**

Wilson Soccer Ball. 12 piece pebbled grain cowhide. Double lined, leather laced. Packed each in box.

No. 12R23. Each..... **4.70**

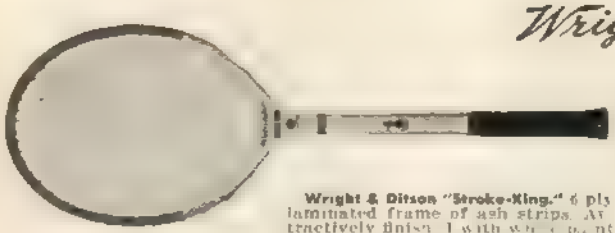


Wilson Volley Ball. 12 piece construction. Made of white cowhide, canvas lined, leather laced. Packed each in box.

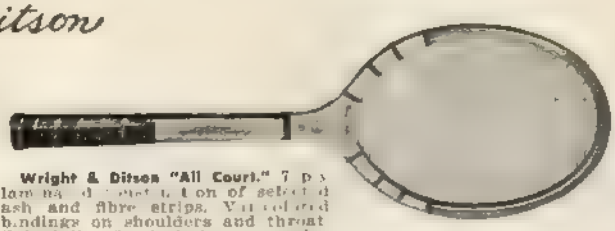
No. 12R25. Each..... **6.74**

TENNIS RACKETS

Wright & Ditson

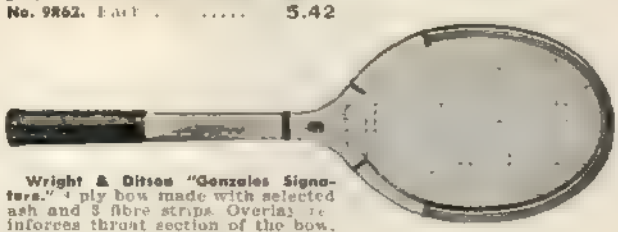


Wright & Ditson "Stroke-King." 6 ply laminated frame of ash strips. Attractively finished with white paint and natural wood. Metal bindings at throat and shoulders. Black grip. Silk strung. Retail 7.75.
No. 9R61. Each.....4.51

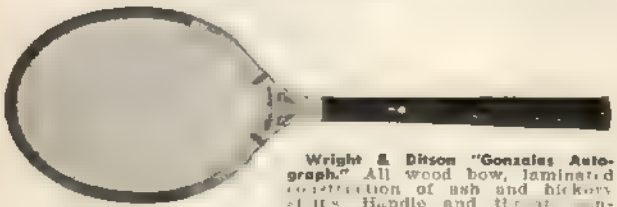


Wright & Ditson "All Court." 7 ply laminated construction of selected ash and fibre strips. Varicolored bindings on shoulders and throat. Colorfully finished in paint and natural wood. Black grip. DuPont nylon. Retail 5.95.
No. 9R62. Each..... 5.42

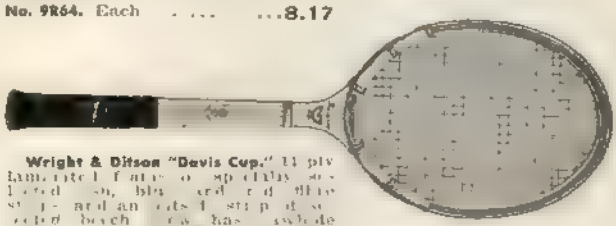
Wright & Ditson "Park." 8 ply construction of 6 selected ash and 2 fibre strips. Two attractive Sylcord on each shoulder and one at throat. Selected leather grip. Attractively decorated with two tones of paint and natural wood. DuPont nylon. Retail [illegible]
No. 9R63. Each.....6.54



Wright & Ditson "Gonzales Signature." 4 ply bow made with selected ash and 3 fibre strips. Overlay reinforces throat section of the bow. Black and silver Sylcord bindings at shoulders and throat. Painted white from bottom of throat to top of shoulders. Selected black leather grip. Airway Multi-ply nylon. Retail [illegible]
No. 9R64. Each.....8.17



Wright & Ditson "Gonzales Autograph." All wood bow, laminated construction of ash and hickory strips. Handle and throat reinforced with two long fibre faces. Heavy rounded overlay to reinforce bow, [illegible] shoulders. Attractive black and silver Sylcord bindings, with throat and overlay faces, black handle sides. Inside center skived perforated black leather grip with silver line. Airway Multi-ply nylon. Retail 19.95.
No. 9R65. Each 12.26



Wright & Ditson "Davis Cup." 11 ply laminated frame of specially selected ash, birch and fibre strips and an extra fibre strip [illegible] with birch [illegible] has [illegible] shoulders. Handle and throat reinforced with white fibre [illegible] of reinforcement overlay on bow. Handle faces are decorated with red stripes. Attractive silver bindings. Inside center skived perforated red leather grip. Strung with new Protected nylon. Retail 2.95.
No. 9R66. Each..... 13.72

Wright & Ditson

BADMINTON EQUIPMENT

Wright & Ditson Badminton Set. Consists of two comet rackets, one net 29' x [illegible], two special shuttlecocks, and one rule book. Packed each in display box. Retail 15.95.
No. 9R101. Per set 10.38

Wright & Ditson Badminton Set. Consists of four comet rackets, two double presses, one net [illegible] x 2 [illegible] set of posts, three special shuttlecocks, and one rule book. Packed each in display box. Retail 3[illegible].25.
No. 9R102. Each.....22.34

Wright & Ditson Special Indoor Shuttlecocks. Made with 14 round feather of Timpe construction.
No. 9R104. Per doz. 4.63

Wright & Ditson Special Outdoor Shuttlecocks. Made with 14 round feathers of Timpe construction.
No. 9R105. Per doz. 4.63

Wright & Ditson Comet Badminton Racket. Laminated bow of white ash and [illegible] fibre strips. [illegible] bindings on shoulders and shaft. Attractively finished in paint and natural wood. Black grip. Nylon strung. Retail 5.95.
No. 9R103. Each..... 3.85

Tennis Visor. Wimbledon style visor in white twill; a longtime favorite on the courts and fairways. Easy size adjustment with nickel slides. Padded forehead band. Texon visor with green underlining. Packed 1 dozen to carton.
No. 9R6. Per dozen.....6.25

TENNIS RACKETS and ACCESSORIES

Wilson Flight. Ash bow with one black fiber strip. Light frame construction. Painted blue from top of fibrosuede grip to top of shoulder. Silk strung.

No. 9R41.
Each 4.70

Wilson Phoenix. Ash bow with one red fiber strip. Painted maroon from top of grip to shoulder. Fibrosuede grip. Nylon strung.

No. 9R42.
Each 5.68

Wilson Jack Kramer Air-Flo. Popular priced ra[illegible] of strata-bow construction with two fiber laminations. Gray finish from throat to shoulder with three syl-cord bindings. Perforated black leather grip. Multi-ply braided nylon strung.

No. 9R49. Each.7.44

Wilson Jack Kramer Professional. Strata-bow construction of white and red ash, two black fiber strips. White shoulder flakes, black fiber throat, natural handle flakes. Seven syl-cord bindings. Perforated black leather grip. Multi-ply braided nylon strung.

No. 9R44.
Each 9.15

Wilson Jack Kramer Autograph. All wood laminations with rawhide shoulder reinforcements. Natural beech shoulder flakes. White fiber throat, natural basswood handle flakes. Center skived, perforated, gold embossed brown leather grip. Multi-ply braided nylon strung.

No. 9R45.
Each 12.28

Wilson Alice Marble Finalist. Strata-bow construction of selected ash. Reinforced shoulders. Natural finish. Blue leather grip. Multi-ply braided nylon strung.

No. 9R46. Each 6.28

Mary Hardwick Signature. Strata-bow construction of white and red ash. White shoulder flakes, blue fiber throat, natural handle flakes. Center skived, gold embossed, blue leather grip. Multi-ply braided nylon strung.

No. 9R47. Each 9.94

Wilson Tennis Balls. Hard wearing tough felt cover. Made of 100% natural rubber. Pressure packed in hermetically sealed cans. Marked with 1 to 4 dashes for easy identification. Packed 3 in a can, one dozen in a carton.

No. 9R1.
Per dozen 6.61

Dunlop Tennis Balls. Championship uniformity of weight, bounce, and compression. New thick felt cover provides extra sets of play on any type of court. Pressure packed, 3 in can. One dozen in carton.

No. 9R31
Per dozen. 6.61

Wright & Ditson Tennis Balls. Perfectly balanced ball used in championship play. Thicker, fuzzier cover wears rough instead of smooth. Hermetically sealed, pressure packed 3 to can. One dozen in carton.

No. 9R33.
Per dozen..... 6.61

TENNIS COURT NETS

27 x 3 feet, 12-thread, single court, roped. Used for tennis or volley ball.
No. 9R28 Each 4.75

42 x 3 feet, 15-thread, double courts, canvas bound.
No. 9R30 Each .10.75

42 x 3 feet, 21-thread double courts, canvas bound.
No. 9R22. Each 14.70

Bike No. 185 Supporter. Popular priced, all woven elastic supporter, 3-inch waist band, 1½-inch leg straps of good quality elastic webbing. Three sizes — small, medium and large.

No. 9R35. Per dozen. . . .6.57

Bike No. 10 Supporter. Deluxe garment with knitted cotton and rayon pouch inlaid rubber in waist and leg bands. Edges selvedged to minimize rolling. Three sizes—small, medium, and large.

No. 9R36. Per dozen.....7.84

Tennis Racket Cover. Attractive plaid fabric with waterproof backing. White plastic edge binding. Long recessed zipper closure on one side. Assorted colors.

No. 9R26.
Per doz. 10.46
Each 95

Tennis Racket Press. Well made hardwood press with four thumb screw clamps. Prevents warping when racket is not in use.

No. 9R27.
Per doz. 7.40
Each 75

INDIAN ARCHERY

Junior Archery Set. Has 3½ ft. Lemonwood "Falcon" bow, three 18" arrows, Plastic Nocks, Handbook, one 16" Paper Target Face. Each in box. Retail 5.50

No. 13R21. Per set..... ..3.24

Junior Archery Set. Has a 4 ft. Lemonwood "Falcon" bow, four [illegible] arrows, Plastic Nocks, Handbook, one 16" Paper Target Face, Shooting Tab and Arm Guard. Retail 6.60

No. 13R22. Per set 3.88

Junior Archery Set. Has 4½ ft. Lemonwood Falcon bow, four 21" arrows, Plastic Nocks, Handbook, one 24" Paper Target Face, one Shooting Tab and Arm Guard. Each in a box. Retail 7.70.

No. 13R23. Per set 4.52

Collegiate Archery Set. Consists of one [illegible]-foot handmade flat type Lemonwood bow, one [illegible] foot target face made of paper, four 2[illegible] Port Orford cedar arrows with Plastic Nocks, Ground feathers, Triple feathered with metal points. One handbook, an arm guard and a shooting tab. Packed in colorful display box. Retail 9.60

No. 13R63. Per set 5.65

Targets for Archery. Here are [illegible] targets, completely covered with burlap and stuffed with straw and tufted like a mattress. Covered with a slip-on hand painted oilcloth target face.

No. 13R49. Size 24". Each 4.75
No. 13R53. Size 36". Each 8.34
No. 13R54. Size 48". Each 11.45

Target Stand. Folding tripod type, 3½" x ⅞" stained hickory. Complete with hardware. Height, 6 feet

No. 13R55. Each 3.25

Extra Oilcloth Faces. Made on [illegible] finish superfine [illegible]

No. 13R68.
24" diameter. Each..... 1.90

No. 13R69.
36" diameter. Each 2.75

No. 13R70.
48" diameter. Each..... 3.50

Sioux Set. Consists of one 5-foot flat type handmade Lemonwood bow, backed with black fibre. Built-up narrow handle. Handmade linen string, 7 old pine footed arrows with Plastic Nocks and ground feathers, 1 leather arm guard, 1 shooting glove, 1 19" leather quiver, 1 24" oilcloth face, 1 instruction book. All packed in a very substantial wooden carrying case. Retail 20.00

No. 13R65. Per set..... 11.75

Falcon Model Bow for Children. Handmade flat Lemonwood bow with plain ends, nock string and leather grip. Length 5 feet. Fibre insert in handle. Pulls 18 to [illegible] lbs. Retail 7.50

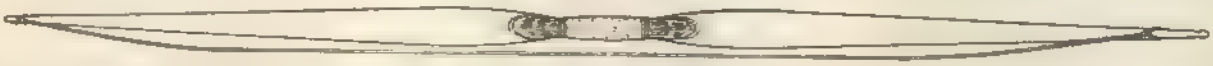
No. 13R41. Each 4.41

Falcon Model Bow for Adults. Flat style handmade of Lemonwood. Ends are plain. Attractively finished with narrow handle. Handmade linen string and leather grip. Length 5' 8". Fibre insert in handle. Pulls 30 to 50 pounds. Retail 11.00

No. 13R42. Each 6.46

Hawk Bow. Strictly handmade flat type Lemonwood bow, particularly designed for school [illegible]. Plain ends. Beautiful buffed and waxed [illegible] natural finish. Built-up narrow handle and [illegible] nated with colored fibre. Backed with black fibre. Handmade [illegible] string. Soft leather grip [illegible] string keeper. Length 5' 8". Pulls [illegible] to 50 lbs. Retail 14.00

No. 13R52. Each 8.25



Backed Lemonwood Hunting Bow. This bow is designed for hunting and distance shooting. Backed with rawhide. Leather grip. Pulls to 65 lbs. Width at widest place 2". Length overall 5' 3". Distance Nock to Nock 5' 2". Double loop "Ludlow Quality" bow string. With 6" serving. Guaranteed to stand up and give service. Retail 25.00

No. 13R31. Each..... 14.70

Shooting Gloves. Scientifically designed back prevents glove twisting on hand. Tips skived and shaped to fit fingers perfectly. Flexible chrome leather back with soft leather lining. Tips of shell cordovan with molded semi-closed ends. Beautifully embossed. Sizes: small, medium or large. Retail 2.50.

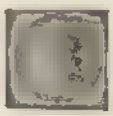
No. 13R6. Each 1.50

Target Armguards. Improved deluxe guard reinforced with water repellent shock-proof material that will conform to exact shape of wearer's arm, forming a hard protective casing. Easy to put on or take off. Fitted with newly developed, self adjusting elastic harness with contrasting leather lining. Retail 2.30

No. 13R8. Each 1.36

Hunting Armguard. Large size for [illegible] hunting [illegible]. Heavily reinforced with shock-proof material. Conform to exact shape of wearer's arm. Specially designed elastic harness for easy attaching or removing. Self-adjusting, will not twist on arm. Shell cordovan with contrasting leather lining. Retail 4.00.

No. 13R9. Each 2.35



Bow Strings — No. 42 Excel Bow Strings. Strictly handmade Ludlow linen spliced loop. Center serving multi-colored. Linen string stretched to insure maximum tensile strength. This string is treated with our special formula to insure good service. Carded and cellophaned. For 5-foot, 5½-foot, 6-foot 6-inch and 6-foot bows. Retail 1.50.

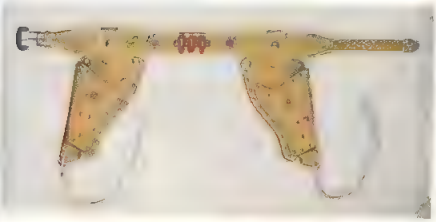
No. 13R28. Each 90

#2001 — HOLSTER SET

Genuine cowhide with felt backs. Brilliant gloss in red, white and blue. Designed for the All-American Boy. Has gleaming silver-like spots, sparkling jewels and gold eagles. Beautifully decorated. Belt 1¾" wide, nickel buckle, with bullets, gold eagles, jewels and silver-like spots.

#2002 — HOLSTER SET

Genuine cowhide, edged with smooth plastic tape. Available in Russet #2002R and Black and White #2002B.



#2002R HOLSTER SET

#2002B HOLSTER SET

#2003 — HOLSTER SET WITH BULLETS ON HOLSTER — GRAKO-KID SPECIAL

Made of genuine top grain cowhide leather. Made extra large and will fit the largest pistols sold. Has extra gleaming spots and eagles. This is our Black and White Special. Belt 1¾" wide, with nickel buckle. Edged with smooth plastic tape. Decorated with silver spots and jewels.

WRITE FOR PRICE LISTS AND SAMPLES

GRATON & KNIGHT CO., WORCESTER 4, MASS.

WRITE FOR PRICE LISTS AND SAMPLES

ASSORTED HOLSTER SETS

#2004 — EXTRA LARGE

Beautifully designed holster made in different colors and embossed grain on pockets. Backs are made of Grakon, our newly developed product of leather fibre. Decorated with silver-like spots and gleaming jewels. Latigo laces. Belt made of genuine top grain cowhide, nickel buckle set. Belt 1¾" wide, edged with smooth plastic tape. Bullets, jewels and spots on belt.

#2005 — STANDARD SET

Beautifully designed holster made in a variety of colors and embossed grains. Backs are made of Grakon, our newly developed product of leather fibre. Decorated with nickel spots and gleaming jewels. Latigo laces. Belt made of genuine top grain cowhide, nickel buckle set. Belt 1½" wide.

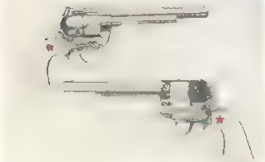
INDIAN-TAN HOLSTER SETS

#2040 — DOUBLE HOLSTER SET Made of long wearing Indian tan leather. First developed by the American Indian. It is decorated with nickel spots. Belt 1½" wide with bullets and spots.

#2041 — SINGLE HOLSTER SET Made for small children. Packed in cellophane bag.

#2052 SINGLE LARGE HOLSTER SET • Premium Quality. Made of soft pliable long wearing leather. Decorated with spots and jewels.

#2053 DOUBLE LARGE HOLSTER SET • Premium Quality. Made of soft pliable long wearing leather. Decorated with spots and jewels.



#275 GUNS

Long barrelled six-shooter repeating cap pistol. Realistic hammer action and revolving swing-out cylinder. Simulated bone handle with steer's head design. Overall length 11½" - 5¾" barrel.

#1080 BELT

Woman's Belt—Genuine top grain leather belt—width 2¼". High gloss finish trimmed with plastic piping as shown. Available in Red, White, Blue, Black, Green or Tan. Also available with center bar buckle.

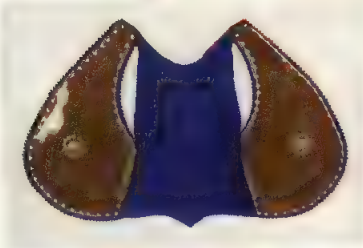
#250 GUNS

Short barrelled smoking six-shooter repeating cap pistol. Handsomely decorated in "chased" manner. Simulated bone handle with steer's head design. 8½" overall. 4" "break" barrel.

— Designs and ornaments subject to modification —

WRITE FOR PRICE LISTS AND SAMPLES

GRATON & KNIGHT CO., WORCESTER 4, MASS.



#1050 — HAIR-ON VEST

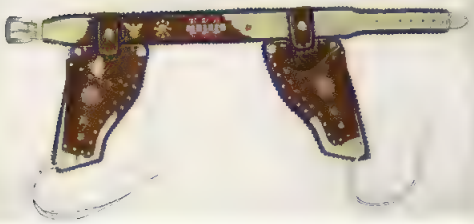
Made from genuine western steers, backed with long lasting fast-colored blue felt. Completely decorated with silver-like spots and ruby jewels. Order by size.

#1070 — HAIR-ON GAUNTLETS

Top grain Hair-On leather cuffs or gauntlets that complete a fine set of a play suit. Backed with a firm felt, finely stitched and fastened with a high quality snap.

#1060 — HAIR-ON CHAPS

Made from genuine western steers, backed with long lasting fast-colored blue felt. Completely decorated with silver-like spots. Order by size.



#1010 — HAIR-ON HOLSTER SET

Made from genuine Hair-On full grain cowhide leather. Backed with fast-colored blue felt. Well constructed, streamlined, designed with gleaming silver-like spots and sparkling jewels. Fits practically every size pistol made. Has 1¾" Hair-On felt backed belt with nickel buckle, decorated with bullets, jewels, spots and gold eagles. Made like a real cowboy holster. Fitted with latigo laces for leg straps.

#1020 — HAIR-ON HOLSTER SET

Made from genuine Hair-On full grain cowhide leather edged with smooth plastic tape. An authentic western holster that captures the child's imagination and is rapidly becoming one of the best selling holsters made. Well constructed, streamlined, designed with gleaming silver-like spots and sparkling jewels. Fits practically every size pistol made. Has 1¾" Hair-On belt, edged with smooth plastic tape. Leg straps of strong leather laces.

WRITE FOR PRICE LISTS AND SAMPLES

GRATON & KNIGHT CO., WORCESTER 4, MASS.

Hallmark

★ shock-protected
★ anti-magnetic
★ dust-protected
★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

Shock resistant and water-repellent features of Hallmark watches are guaranteed to conform with the specifications issued by the Federal Trade Commission. Printed instructions are included with each Hallmark watch.

WATER-REPELLENT
The outdoors man prefers this style. Dust-protected stainless steel case with matching steel expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock protected movement assures accuracy
No. 1W228 Each..... **28.91**
Sugg. Retail $37.50

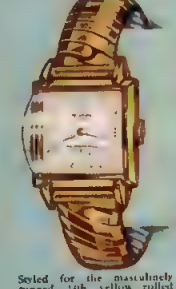
A handsomely styled 14K yellow gold dust protected case of fine quality. Gold filled expansion bracelet. Raised figure dial and a high domed crystal for legibility. Reliable 17 jewel Hallmark shock protected movement
1W229 Each **55.86**
Sugg. Retail $113.00

A leader among men's watches. 14K yellow gold, dust-protected case with matching gold filled expansion bracelet. Raised figure dial covered by smart high domed crystal. Powered by accurate 17 Jewel Hallmark shock-protected movement.
No. 1W230 Each..... **49.00**
Sugg. Retail...$100.00

Smart styling with a modern flair. 10K yellow gold filled dust protected case with matching Breton "Monogram" bracelet with space to engrave initials. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock protected movement
No. 1W231 Each..... **30.87**
Sugg. Retail ...$62.50

WATER-REPELLENT
Accurate split second timekeeper. Dust protected case has yellow tone, non-corrosive metal back. Gold filled combination expansion bracelet. Radium figure dial and hands. Raised crystal. 17 Jewel shock protected movement
No. 1W232 Each **33.32**
Sugg. Retail $67.50

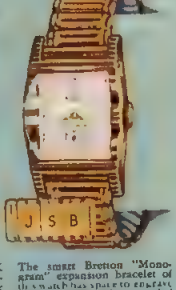
Practical, sturdy, dependable. Handsome 10K yellow rolled gold plate dust protected case with non corrosive back. Gold filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement for dependable accuracy
No. 1W233 Each **25.97**
Sugg. Retail $52.50



Styled for the masculinely rugged. 10K yellow rolled gold plate dust protected case non corrosive back. Gold filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement for absolute accuracy
No. 1W234 Each **25.97**
Sugg. Retail $52.50

SELF-WINDING, WATER-REPELLENT
For the man who appreciates the best. 14K yellow gold water-repellent, dust-protected case with matching gold-filled expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding Rotomatic movement
No. 1W235 Ea. **78.89**
Sugg. Retail $150.00

Luxuriously elegant. 10K rolled gold plate, dust-protected case with non corrosive back. Matching gold filled basket-weave expansion bracelet. Sweep second hand. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.
No. 1W236 Each..... **28.91**
Sugg. Retail $57.50



The smart Breton "Monogram" expansion bracelet of the watch has space to engrave initials. 10K yellow rolled gold plate, dust protected case, non-corrosive back. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement
No. 1W237 Each..... **25.97**
Sugg. Retail ...$52.50

Ideal for nurses, radio and TV people, the 17 Jewel Hallmark shock-protected movement of this watch features a sweep second hand. 14K yellow gold, dust-protected case and gold filled expansion bracelet. Raised figure dial, high domed crystal.

No. 1W215 Each . . . . Sugg. Retail . . $71.50 **35.77**

Traditional yet modern as tomorrow. 14K white gold dust-protected case with matching "Queen" gold filled expansion bracelet to enhance her wrist. Easy to read raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W216 Each . . Sugg. Retail . . $67.50 **33.32**

Square and smart, this fine watch features a 10K yellow rolled gold plate, dust-protected case with a non-corrosive back. Matching gold filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W217 Each Sugg. Retail . $52.50 **25.97**

As practical as it is popular, cushion shaped dust-protected case of 10K yellow rolled gold plate. Non-corrosive back. Matching gold filled link bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W218 Each . . Sugg. Retail . $52.50 **25.97**

A perfect treasure for the active lady. 10K yellow rolled gold, dust-protected case with non-corrosive back. Gold filled matching expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for dependable accuracy.

No. 1W219 Each . . Sugg. Retail . $52.50 **25.97**

The bracelet that is a watch. Styled to *embrace* the wrist like a gentle caress. 10K yellow rolled gold plate, dust-protected case with non-corrosive back, gold filled bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W220 Each Sugg. Retail . $67.50 **33.32**

LADIES' SELF-WINDING
The movement of her wrist keeps this 17 Jewel Hallmark shock protected self-winding Rotomatic movement always accurate. 10K yellow gold-filled case with trim matching expansion bracelet. Raised figure dial, high domed crystal.

No. 1W221 Each . . . . . Sugg. Retail $90.00 **42.87**

SELF-WINDING ROTOMATIC
A watch for the busy man. All stainless steel water repellent dust-protected case, matching steel combination expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding movement.

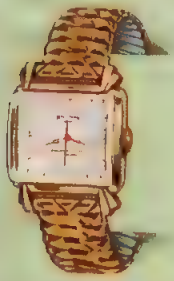
No. 1W222 Each Sugg. Retail . . $80.00 **38.71**

SELF-WINDING ROTOMATIC
A masculine favorite. 10K yellow gold filled dust protected case with non-corrosive back. Gold filled expansion bracelet. Raised figure dial. Sweep second hand. 17 Jewel Hallmark shock protected self-winding movement for accuracy.

No. 1W223 Each Sugg. Retail . $82.50 **40.42**

SELF-WINDING ROTOMATIC
As handsome as it is practical. 10K yellow gold-filled dust-protected case with matching expansion bracelet. Raised figure dial. Trouble-free 17 Jewel Hallmark shock protected, self-winding Rotomatic movement has sweep second hand.

No. 1W224 Each Sugg. Retail . . $90.00 **42.87**



SELF-WINDING . . ROTOMATIC
A watch for the particular man. 14K yellow gold, dust-protected case with gold-filled expansion bracelet. Raised figure dial, domed crystal. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding movement.

No. 1W225 Each **49.60**

SELF-WINDING . . . AUTOMATIC CALENDAR WATCH
Tells time of day, day of week, date of month; all of these features change automatically. Dependable 17 Jewel Hallmark shock-protected self-winding Rotomatic calendar movement housed in 10K yellow gold-filled, dust-protected case. Gold-filled expansion bracelet. Raised figure dial with radium figures.

No. 1W226 Each . . . Sugg. Retail . . . $115.00 **55.86**

Same as above, with 14K yellow gold case.

No. 1W227 Each . . . . Sugg. Retail $160.00 **82.32**

Hallmark watches of lasting dependability

NATIONALLY ADVERTISED

Again Hallmark presents a new selection of fine watches . . . each one a triumph of precision craftsmanship that represents the watchmaker's art at its highest level. In Hallmark watches is found that happy harmony of superior skill and matchless materials that characterizes a timepiece of enduring accuracy and exquisite styling . . . the closest approach to perfection human genius can make.

Every Hallmark watch embodies these features of advanced design and modern styling. . .

★ shock-protected ★ dust-protected
★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

★ Every diamond set in a Hallmark watch is carefully selected for its brilliant cut and purity.

Race artistry in a 14K white gold, dust-protected case set with 32 flashing diamonds. High crystal sets off the raised figure dial. 17 Jewel Hallmark shock-protected movement. Matching 14K bracelet and safety chain.
No. 1W200 Each 377.30
Sugg. Retail $750.00

Fabulously beautiful. Twenty diamonds set in a 14K white gold, dust-protected case with white gold-filled bracelet and safety chain. Domed crystal over raised figure dial. 17 Jewel Hallmark shock-protected movement.
No. 1W201 Each 161.70
Sugg. Retail $335.00

Elegant 14K white gold, dust-protected case is set with 10 diamonds. This creation is complete with a matching gold-filled "Sonata" expansion bracelet, domed crystal, raised figure dial, 17 Jewel Hallmark shock-protected movement.
No. 1W202 Each 116.62
Sugg. Retail $280.00

Six diamonds sparkle in the 14K white gold case of this lovely watch. "Queen" gold-filled expansion bracelet matches the beauty of the case. High domed crystal, raised figure dial. Famous 17 Jewel Hallmark shock-protected movement.
No. 1W203 Each 88.20
Sugg. Retail $185.00

For the lady who loves the unusual, this highly styled 14K white gold case features two sparkling diamonds and a matching "Queen" gold-filled expansion bracelet. Domed crystal, raised figure dial, 17 Jewel Hallmark shock protected movement.
No. 1W204 Each 63.21
Sugg. Retail $125.00

Delightfully modern, the 14K yellow gold case of this fine watch, set with two diamonds, attractively frames the raised figure dial and high domed crystal. Matching "Queen" gold-filled expansion bracelet. Accurate 17 Jewel Hallmark shock-protected movement.
No. 1W205 Each 63.21
Sugg. Retail $125.00

Truly royal in appearance, this stunning watch has 28 diamonds set in a 14K white gold, dust-protected case. Matching 14K gold bracelet and guard chain. Raised figure dial, domed crystal and 17 Jewel Hallmark shock-protected movement.
No. 1W206 Each 279.30
Sugg. Retail . . . $550.00

Hallmark

★ shock-protected
★ anti-magnetic
★ dust-protected
★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

The quality features found in every Hallmark watch explain Hallmark's leadership in the manufacture of precision timepieces. Among these features is *Incabloc, the internationally famous shock-protecting device that assures years of trouble-free, dependable service.

The distinctive cases that house Hallmark movements are created and styled with the meticulous skill worthy of the movements they contain.

All Hallmark watches are factory equipped with the finest of metal bracelets—created by such famous names as Bretton, J/B, Gemex and Stonewall.

Hallmark watches are made with standardized, interchangeable parts for quick, easy replacements if necessary.

Diamonds slightly enlarged to show fine detail.

Suggested retail prices include Federal Excise Tax. Watches illustrated are 7/8 of actual size.

Two diamonds gleam in this dramatically simple dust-protected case of 14K yellow gold. Matching 2-strand gold filled snake bracelet enhances the effect. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

No. 1W207 Each.....
Sugg. Retail.....$95.00 **47.04**

Same as above. 14K white gold case and matching gold-filled bracelet.

No. 1W208 Each.....
Sugg. Retail.....$95.00 **47.04**

Guarantee

Every Hallmark watch is unconditionally guaranteed to be made of the finest materials with the most precise craftsmanship. It is further guaranteed to be free of defects of manufacture when it leaves the factory. If a Hallmark watch proves to be defective in workmanship or material, within one year from date of purchase the watch will be repaired or exchanged no charge.

Hallmark Watch Corp.

As continental as "Gay Paree", this finely styled 14K gold, dust-protected case with matching gold-filled expansion bracelet contains the dependably accurate 17 Jewel Hallmark shock-protected movement. High domed crystal and raised figure dial.

No. 1W209 Each.....
Sugg. Retail....$95.00 **47.04**

Designed to please the feminine heart, this dust-protected case is crafted of 14K yellow gold. Matching gold-filled expansion bracelet is attached to swinging ends. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W210 Each.....
Sugg. Retail....$95.00 **47.04**

Delicacy personified. A 14K white gold dust-protected case with a matching single strand gold-filled snake bracelet. Raised figure dial, high domed crystal. Famous 17 Jewel Hallmark shock-protected movement for reliable accuracy.

No. 1W211 Each.....
Sugg. Retail. . .$85.00 **41.16**

A graceful gold-filled expansion bracelet matches the beauty of the lovely 14K yellow gold, dust-protected case. Raised figure dial and high domed crystal for greater legibility. 17 Jewel Hallmark shock-protected movement.

No. 1W212 Each.....
Sugg. Retail $67.50 **33.32**

Priceless elegance in a 14K yellow gold, dust-protected case teamed with a matching "Sonata" gold-filled expansion bracelet. Raised figure dial covered by a high domed crystal. 17 Jewel Hallmark shock protected movement.

No. 1W213 Each.....
Sugg. Retail....$67.50 **33.32**

Sweetly simple, this lovely 14K yellow gold, dust-protected case is held to her wrist by a matching single strand gold-filled snake bracelet. Raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement.

No. 1W214 Each.....
Sugg. Retail. .$67.50 **33.32**

ided for nurses, radio and TV people. The 17 Jewel Hallmark shock protected movement of this watch features a sweep second hand. 14K yellow gold dust protected case and gold filled expansion bracelet. Raised figure dial, high domed crystal.

BJ-7066 (215) Index 1-3650
Suggested Retail $71.50

Traditional yet modern as tomorrow. 14K white gold dust protected case with matching Queen gold filled expansion bracelet to enhance her wrist. Easy to read raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7067 (216) Index 1-3400
Suggested Retail $67.50

Square and smart, this fine watch features a 10K yellow rolled gold plate dust protected case with a non corrosive back. Matching gold filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7068 (217) Index 1-2650
Suggested Retail $52.50

As practical as it is popular, cushion shaped dust protected case of 10K yellow rolled gold plate. Non corrosive back. Matching gold filled link bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock protected movement.

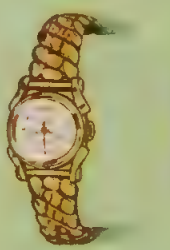
BJ-7069 (218) Index 1-2650
Suggested Retail $52.50

A perfect treasure for the active lady. 10K yellow rolled gold, dust protected case with non corrosive back. Gold filled matching expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement for dependable accuracy.

BJ-7070 (219) Index 1-2650
Suggested Retail $52.50

The bracelet that is a watch. Styled to *embrace* the wrist like a gentle caress. 10K yellow rolled gold plate, dust-protected case with non-corrosive back. Gold filled bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock protected movement.

BJ-7071 (220) Index 1-3400
Suggested Retail $67.50



LADIES' SELF-WINDING
The movement of her wrist keeps this 17 Jewel Hallmark shock-protected self-winding Rotomatic movement always accurate. 10K yellow gold filled case with trim matching expansion bracelet. Raised figure dial, high domed crystal.

BJ-7072 (221) Index 1-4375
Suggested Retail $90.00

SELF-WINDING...ROTOMATIC
A watch for the busy man. All stainless steel water-repellent, dust-protected case, matching steel combination expansion bracelet. Raised figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock protected self winding movement.

BJ-7073 (222) Index 1-3950
Suggested Retail $80.00

SELF-WINDING...ROTOMATIC
A masculine favorite. 10K yellow gold-filled, dust protected case with non-corrosive back. Gold-filled expansion bracelet. Raised figure dial. Sweep second hand. 17 Jewel Hallmark shock protected self winding Rotomatic movement for accuracy.

BJ-7074 (223) Index 1-4125
Suggested Retail $82.50

SELF-WINDING...ROTOMATIC
As handsome as it is practical. 10K yellow gold-filled dust-protected case with matching expansion bracelet. Raised figured dial. Protected 17 Jewel Hallmark shock protected self winding Rotomatic movement with sweep second hand.

BJ-7075 (224) Index 1-4375
Suggested Retail $90.00

SELF-WINDING, ROTOMATIC
A watch for the particular man. 14K yellow gold, dust-protected case with gold-filled expansion bracelet. Raised figure dial, domed crystal. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding movement.

BJ-7076 (225) Index 1-7000
Suggested Retail $135.00

SELF-WINDING AUTOMATIC CALENDAR WATCH
Tells time of day, day of week, date of month; all of these features change automatically. Dependable 17 Jewel Hallmark shock-protected self-winding Rotomatic calendar movement housed in 10K yellow gold-filled, dust-protected case. Gold filled expansion bracelet. Raised figure dial with radium figures.

BJ-7077 (226) Index 1-5700
Suggested Retail $115.00

Same as above, with 14K yellow gold case.

BJ-7078 (227) Index 1-8400
Suggested Retail $160.00

Hallmark

★ shock-protected ★ dust-protected
★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

The quality features found in every Hallmark watch explain Hallmark's leadership in the manufacture of precision timepieces. Among these features is "Incabloc, the internationally famous shock-protecting device that assures years of trouble-free, dependable service.

The distinctive cases that house Hallmark movements are created and styled with the meticulous skill worthy of the movements they contain.

All Hallmark watches are factory equipped with the finest of metal bracelets—created by such famous names as Bretton, J/B, Gemex and Stonewall.

Hallmark watches are made with standardized, interchangeable parts for quick, easy replacements if necessary.

Diamonds slightly enlarged to show fine detail

Suggested retail prices include Federal Excise Tax. Watches illustrated are ⅔ of actual size.

As continental as "Gay Paree", this finely styled 14K gold, dust-protected case with matching gold-filled expansion bracelet contains the dependably accurate 17 Jewel Hallmark shock-protected movement High domed crystal and raised figure dial.

BJ-7060 (209) Index 1-4800
Suggested Retail.....$95.00

Designed to please the feminine heart, this dust-protected case is crafted of 14K yellow gold. Matching gold-filled expansion bracelet is attached to swinging ends. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement

BJ-7061 (210) Index 1-4800
Suggested Retail.....$95.00

Delicacy personified. A 14K white gold dust-protected case with a matching single strand gold-filled snake bracelet. Raised figure dial, high domed crystal Famous 17 Jewel Hallmark shock-protected movement for reliable accuracy.

BJ-7062 (211) Index 1-4200
Suggested Retail.....$85.00

A graceful gold-filled expansion bracelet matches the beauty of the lovely 14K yellow gold, dust-protected case. Raised figure dial and high domed crystal for greater legibility. 17 Jewel Hallmark shock-protected movement.

BJ-7063 (212) Index 1-3400
Suggested Retail..... $67 50

Two diamonds gleam in this dramatically simple dust-protected case of 14K yellow gold. Matching 2-strand gold-filled snake bracelet enhances the effect. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7058 (207) Index 1-4800
Suggested Retail . $95.00

Same as above 14K white gold case and matching gold-filled bracelet

BJ-7059 (208) Index 1-4800
Suggested Retail.....$95.00

Priceless elegance in a 14K yellow gold, dust-protected case teamed with a matching "Sonata" gold filled expansion bracelet. Raised figure dial covered by a high domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7064 (213) Index 1-3400
Suggested Retail $67 50

Sweetly simple, this lovely 14K yellow gold, dust-protected case is held to her wrist by a matching single strand gold-filled snake bracelet. Raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement

BJ-7065 (214) Index 1-3400
Suggested Retail $67 50

Guarantee

Every Hallmark watch is unconditionally guaranteed to be made of the finest materials with the most precise craftmanship. It is further guaranteed to be free of defects of manufacture when it leaves the factory. If a Hallmark watch proves to be defective in workmanship or material, within one year from date of purchase, the watch will be repaired or exchanged no charge.

Hallmark Watch Corp.

Hallmark

★ shock-protected ★ dust-protected
★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

Shock resistant and water-repellent features of Hallmark watches are guaranteed to conform with the specifications issued by the Federal Trade Commission. Printed instructions are included with each Hallmark watch.

WATER-REPELLENT
The outdoors man prefers this style. Dust-protected stainless steel case with matching steel expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected movement assures accuracy.
BJ-7079 (228) Index 1-2950
Suggested Retail.....$57.50

A handsomely styled 14K yellow gold, dust-protected case of fine quality. Gold-filled expansion bracelet. Raised figure dial and a high domed crystal for legibility. Reliable 17 jewel Hallmark shock-protected movement.
BJ-7080 (229) Index 1-5700
Suggested Retail.....$115.00

A leader among men's watches. 14K yellow gold, dust-protected case with matching gold-filled expansion bracelet. Raised figure dial covered by smart high domed crystal. Powered by accurate 17 Jewel Hallmark shock-protected movement.
BJ-7081 (230) Index 1-5000
Suggested Retail $100.00

Smart styling with a modern flair. 10K yellow gold-filled dust-protected case with matching Bretton "Monogram" bracelet, with space to engrave initials. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock-protected movement.
BJ-7082 (231) Index 1-3150
Suggested Retail.....$62.50

WATER-REPELLENT
Accurate split-second timekeeper. Dust-protected case has yellow top, non-corrosive metal back. Gold-filled combination expansion bracelet. Radium figure dial and hands. Raised crystal. 17 Jewel shock-protected movement.
BJ-7083 (232) Index 1-3400
Suggested Retail..... $67.50

Practical, sturdy, dependable. Handsome 10K yellow rolled gold plate, dust-protected case with non-corrosive back. Gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for dependable accuracy.
BJ 7084 (233) Index 1 2650
Suggested Retail.....$52.50

Styled for the masculinely rugged. 10K yellow rolled gold plate, dust-protected case, non-corrosive back. Gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for absolute accuracy.
BJ-7085 (234) Index 1 2650
Suggested Retail.....$52.50

SELF WINDING-WATER-REPELLENT
For the man who appreciates the best. 14K yellow gold water repellent, dust-protected case with matching gold-filled expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding Rotomatic movement.
BJ-7086 (235) Index 1-8050
Sugg. Retail...$130.00

Luxuriously elegant 10K rolled gold plate, dust-protected case with non-corrosive back. Matching gold-filled basket-weave expansion bracelet. Sweep second hand. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.
BJ-7087 (236) Index 1-2950
Suggested Retail.....$57.50

The smart Bretton "Monogram" expansion bracelet of this watch has space to engrave initials. 10K yellow rolled gold plate, dust-protected case, non-corrosive back. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement
BJ-7088 (237) Index 1-2650
Suggested Retail.....$52.50

Hallmark watches of lasting dependability

NATIONALLY ADVERTISED

Again Hallmark presents a new selection of fine watches . . . each one a triumph of precision craftsmanship that represents the watchmaker's art at its highest level. In Hallmark watches is found that happy harmony of superior skill and matchless materials that characterizes a timepiece of enduring accuracy and exquisite styling . . . the closest approach to perfection human genius can make.

Every Hallmark watch embodies these features of advanced design and modern styling. . . .

★ shock-protected ★ dust-protected
★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

★ Every diamond set in a Hallmark watch is carefully selected for its brilliant cut and purity.

Rare artistry in a 14K white gold, dust-protected case set with 32 flashing diamonds. High crystal sets off the raised figure dial. 17 Jewel Hallmark shock-protected movement. Matching 14K bracelet and safety chain.
8J-7037 (200) Index 1-38300
Suggested Retail $750.00

Fabulously beautiful. Twenty diamonds set in a 14K white gold dust-protected case with white gold-filled bracelet and safety chain. Domed crystal over raised figure dial. 17 Jewel Hallmark shock-protected movement.
8J-7032 (201) Index 1-16300
Suggested Retail $335.00

Elegant 14K white gold, dust-protected case is set with 10 diamonds. This creation is complete with a matching gold-filled "Sonata" expansion bracelet, domed crystal, raised figure dial, 17 Jewel Hallmark shock-protected movement.
8J-7033 (202) Index 1-11900
Suggested Retail $250.00

Six diamonds sparkle in the 14K white gold case of this lovely watch. "Queen" gold-filled expansion bracelet matches the beauty of the case. High domed crystal, raised figure dial. Famous 17 Jewel Hallmark shock-protected movement.
8J-7054 (203) Index 1-9000
Suggested Retail $185.00

For the lady who loves the unusual, this highly styled 14K white gold case features two sparkling diamonds and a matching "Queen" gold-filled expansion bracelet. Domed crystal, raised figure dial, 17 Jewel Hallmark shock-protected movement.
8J-7055 (204) Index 1-6450
Suggested Retail $125.00

Delightfully modern, the 14K yellow gold case of this fine watch, set with two diamonds, attractively features the raised figure dial and [illegible] Matching [illegible] expansion [illegible] Hallmark shock-protected movement.
8J-7056 (205) Index 1-6450
Suggested Retail $125.00

Truly royal in appearance, this stunning watch has 28 diamonds set in a 14K white gold, dust-protected case. Matching [illegible] gold bracelet and guard chain. Raised figure dial, domed crystal and 17 Jewel Hallmark shock-protected movement.
8J-7057 (206) Index 1-28300
Suggested Retail $550.00

Hallmark

★ shock-protected ★ dust-protected
★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

Shock resistant and water-repellent features of Hallmark watches are guaranteed to conform with the specifications issued by the Federal Trade Commission. Printed instructions are included with each Hallmark watch.

WATER-REPELLENT
The outdoors man prefers this style. Dust-protected stainless steel case with matching steel expansion bracelet. Radium figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock-protected movement assures accuracy.
BJ-7079 (228) Index 1-2950
Suggested Retail.....$57.50

A handsomely styled 14K yellow gold, dust-protected case of fine quality. Gold-filled expansion bracelet. Raised figure dial and a high domed crystal for legibility. Reliable 17 jewel Hallmark shock-protected movement.
BJ-7080 (229) Index 1-5700
Suggested Retail.....$115.00

A leader among men's watches. 14K yellow gold, dust-protected case with matching gold-filled expansion bracelet. Raised figure dial covered by smart high domed crystal. Powered by accurate 17 Jewel Hallmark shock-protected movement.
BJ-7081 (230) Index 1-5000
Suggested Retail $100.00

Smart styling with a modern flair. 10K yellow gold-filled dust-protected case with matching Bretton "Monogram" bracelet, with space to engrave initials. Easy-to-read raised figure dial and domed crystal. 17 Jewel Hallmark shock-protected movement.
BJ-7082 (231) Index 1-3150
Suggested Retail.....$62.50

WATER-REPELLENT
Accurate split-second timekeeper. Dust-protected case has yellow top, non-corrosive metal back. Gold-filled combination expansion bracelet. Radium figure dial and hands. Raised crystal. 17 Jewel shock-protected movement.
BJ-7083 (232) Index 1-3400
Suggested Retail..... $67.50

Practical, sturdy, dependable. Handsome 10K yellow rolled gold plate, dust-protected case with non-corrosive back. Gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for dependable accuracy.
BJ 7084 (233) Index 1 2650
Suggested Retail.....$52.50

Styled for the masculinely rugged. 10K yellow rolled gold plate, dust-protected case, non-corrosive back. Gold-filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement for absolute accuracy.
BJ-7085 (234) Index 1 2650
Suggested Retail.....$52.50

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BJ-7086 (235) Index 1-8050
Sugg. Retail...$130.00

Luxuriously elegant 10K rolled gold plate, dust-protected case with non-corrosive back. Matching gold-filled basket-weave expansion bracelet. Sweep second hand. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement.
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Suggested Retail.....$57.50

The smart Bretton "Monogram" expansion bracelet of this watch has space to engrave initials. 10K yellow rolled gold plate, dust-protected case, non-corrosive back. Raised figure dial, domed crystal. 17 Jewel Hallmark shock-protected movement
BJ-7088 (237) Index 1-2650
Suggested Retail.....$52.50

ided for nurses, radio and TV people. The 17 Jewel Hallmark shock protected movement of this watch features a sweep second hand. 14K yellow gold dust protected case and gold filled expansion bracelet. Raised figure dial, high domed crystal.

BJ-7066 (215) Index 1-3650
Suggested Retail $71.50

Traditional yet modern as tomorrow. 14K white gold dust protected case with matching Queen gold filled expansion bracelet to enhance her wrist. Easy to read raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7067 (216) Index 1-3400
Suggested Retail $67.50

Square and smart, this fine watch features a 10K yellow rolled gold plate dust protected case with a non corrosive back. Matching gold filled expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7068 (217) Index 1-2650
Suggested Retail $52.50

As practical as it is popular, cushion shaped dust protected case of 10K yellow rolled gold plate. Non corrosive back. Matching gold filled link bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock protected movement.

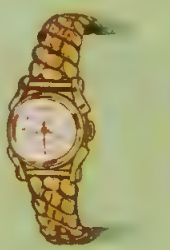
BJ-7069 (218) Index 1-2650
Suggested Retail $52.50

A perfect treasure for the active lady. 10K yellow rolled gold, dust protected case with non corrosive back. Gold filled matching expansion bracelet. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement for dependable accuracy.

BJ-7070 (219) Index 1-2650
Suggested Retail $52.50

The bracelet that is a watch. Styled to *embrace* the wrist like a gentle caress. 10K yellow rolled gold plate, dust-protected case with non-corrosive back. Gold filled bracelet. Raised figure dial, high crystal. 17 Jewel Hallmark shock protected movement.

BJ-7071 (220) Index 1-3400
Suggested Retail $67.50



LADIES' SELF-WINDING
The movement of her wrist keeps this 17 Jewel Hallmark shock-protected self-winding Rotomatic movement always accurate. 10K yellow gold filled case with trim matching expansion bracelet. Raised figure dial, high domed crystal.

BJ-7072 (221) Index 1-4375
Suggested Retail $90.00

SELF-WINDING...ROTOMATIC
A watch for the busy man. All stainless steel water-repellent, dust-protected case, matching steel combination expansion bracelet. Raised figure dial and hands. Sweep second hand. 17 Jewel Hallmark shock protected self winding movement.

BJ-7073 (222) Index 1-3950
Suggested Retail $80.00

SELF-WINDING...ROTOMATIC
A masculine favorite. 10K yellow gold-filled, dust protected case with non-corrosive back. Gold-filled expansion bracelet. Raised figure dial. Sweep second hand. 17 Jewel Hallmark shock protected self winding Rotomatic movement for accuracy.

BJ-7074 (223) Index 1-4125
Suggested Retail $82.50

SELF-WINDING...ROTOMATIC
As handsome as it is practical. 10K yellow gold-filled dust-protected case with matching expansion bracelet. Raised figured dial. Protected 17 Jewel Hallmark shock protected self winding Rotomatic movement with sweep second hand.

BJ-7075 (224) Index 1-4375
Suggested Retail $90.00

SELF-WINDING, ROTOMATIC
A watch for the particular man. 14K yellow gold, dust-protected case with gold-filled expansion bracelet. Raised figure dial, domed crystal. Sweep second hand. 17 Jewel Hallmark shock-protected, self-winding movement.

BJ-7076 (225) Index 1-7000
Suggested Retail $135.00

SELF-WINDING AUTOMATIC CALENDAR WATCH
Tells time of day, day of week, date of month; all of these features change automatically. Dependable 17 Jewel Hallmark shock-protected self-winding Rotomatic calendar movement housed in 10K yellow gold-filled, dust-protected case. Gold filled expansion bracelet. Raised figure dial with radium figures.

BJ-7077 (226) Index 1-5700
Suggested Retail $115.00

Same as above, with 14K yellow gold case.

BJ-7078 (227) Index 1-8400
Suggested Retail $160.00

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★ anti-magnetic ★ 17 ruby jewels
★ styled with metal bracelets
★ packed in individual gift boxes
★ fully guaranteed

★ Every diamond set in a Hallmark watch is carefully selected for its brilliant cut and purity.

Rare artistry in a 14K white gold, dust-protected case set with 32 flashing diamonds. High crystal sets off the raised figure dial. 17 Jewel Hallmark shock-protected movement. Matching 14K bracelet and safety chain.
8J-7037 (200) Index 1-38300
Suggested Retail $750.00

Fabulously beautiful. Twenty diamonds set in a 14K white gold dust-protected case with white gold-filled bracelet and safety chain. Domed crystal over raised figure dial. 17 Jewel Hallmark shock-protected movement.
8J-7032 (201) Index 1-16300
Suggested Retail $335.00

Elegant 14K white gold, dust-protected case is set with 10 diamonds. This creation is complete with a matching gold-filled "Sonata" expansion bracelet, domed crystal, raised figure dial, 17 Jewel Hallmark shock-protected movement.
8J-7033 (202) Index 1-11900
Suggested Retail $250.00

Six diamonds sparkle in the 14K white gold case of this lovely watch. "Queen" gold-filled expansion bracelet matches the beauty of the case. High domed crystal, raised figure dial. Famous 17 Jewel Hallmark shock-protected movement.
8J-7054 (203) Index 1-9000
Suggested Retail $185.00

For the lady who loves the unusual, this highly styled 14K white gold case features two sparkling diamonds and a matching "Queen" gold-filled expansion bracelet. Domed crystal, raised figure dial, 17 Jewel Hallmark shock-protected movement.
8J-7055 (204) Index 1-6450
Suggested Retail $125.00

Delightfully modern, the 14K yellow gold case of this fine watch, set with two diamonds, attractively features the raised figure dial and [illegible] Matching [illegible] expansion [illegible] Hallmark shock-protected movement.
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Suggested Retail $125.00

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8J-7057 (206) Index 1-28300
Suggested Retail $550.00

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Suggested Retail.....$95.00

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Suggested Retail.....$85.00

A graceful gold-filled expansion bracelet matches the beauty of the lovely 14K yellow gold, dust-protected case. Raised figure dial and high domed crystal for greater legibility. 17 Jewel Hallmark shock-protected movement.

BJ-7063 (212) Index 1-3400
Suggested Retail..... $67 50

Two diamonds gleam in this dramatically simple dust-protected case of 14K yellow gold. Matching 2-strand gold-filled snake bracelet enhances the effect. Raised figure dial, domed crystal. 17 Jewel Hallmark shock protected movement.

BJ-7058 (207) Index 1-4800
Suggested Retail . $95.00

Same as above 14K white gold case and matching gold-filled bracelet

BJ-7059 (208) Index 1-4800
Suggested Retail.....$95.00

Priceless elegance in a 14K yellow gold, dust-protected case teamed with a matching "Sonata" gold filled expansion bracelet. Raised figure dial covered by a high domed crystal. 17 Jewel Hallmark shock protected movement.

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Suggested Retail $67 50

Sweetly simple, this lovely 14K yellow gold, dust-protected case is held to her wrist by a matching single strand gold-filled snake bracelet. Raised figure dial, high domed crystal. 17 Jewel Hallmark shock-protected movement

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Guarantee

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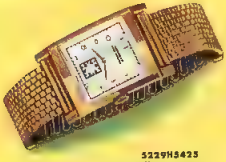
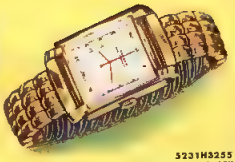
Hallmark Watch Corp.



5229H3425
Pyramid style, smartly different mirror finished 14K yellow gold case, dust protected. Distinctive pyramid crystal. Raised figure dial. Combination mesh and expansion bracelet 10K gold filled. Hampden 17 Jewel movement, guaranteed shock resistant.
Suggested retail $120.00

5230H3010
Rugged good looks—in a **water repellent** all stainless steel watch with matching expansion bracelet. Dust protected case. Sweep second hand, unbreakable crystal, luminous radium figures and hands. Faithful 17 Jewel Hampden shock resistant movement.
Suggested retail $58.25



5231H3255
Superbly masculine design with 10K yellow gold filled dust protected case and stainless steel back. Matching combination expansion bracelet. Sweep second hand, smart dome crystal, raised figure dial. Shock resistant accurate 17 Jewel Hampden movement.
Suggested retail..... $67.50

17 Jewel Accuracy · INCABLOC SHOCK RESISTANT HAMPDEN DUST PROTECTED · Anti-Magnetic · Gift Boxed

5232H3265
Distinctive, clean cut dust protected case, 10K yellow gold filled with harmonizing 10K gold filled expansion bracelet. High crystal and raised figure dial for smartness, easy reading. Accurate 17 Jewel Hampden shock resistant movement.
Suggested retail.. $67.50

5233H5250
Mid-Century modern watch in 14K yellow gold, mirror polished to bring out all its sleek smartness. Dust protected case. High crystal, raised figure dial. Barrel expansion bracelet, 10K yellow gold filled. Shock resistant 17 Jewel Hampden movement.
Suggested retail $120.00

5234H3430
Same as above in 10K yellow gold filled case.
Suggested retail . . $67.50

5235H5805
A favored presentation watch—the 14K yellow gold pocket watch improved, extra-thin, lightweight design. Dust protected case. Raised figure dial. 7 Jewel Hampden shock resistant movement for accuracy.
Suggested retail. $127.50

5236H3080
Same watch as above, with 10K yellow gold filled case.
Suggested Retail $58.25

5237H3080
Popular circular style. 10K yellow gold filled top, stainless steel back. Dust protected case, raised figure dial. Smart matching expansion bracelet. Famous 17 Jewel guaranteed shock resistant Hampden movement.
Suggested retail. . . $58.25

5238H2695
Streamlined dust protected case in 10K yellow raised gold plate, stainless steel back. Matching masculine 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. 17 J. Hampden shock resistant movement.
Suggested retail..... $52.50

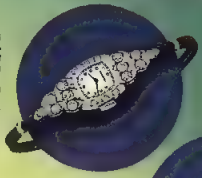
5239H2975
Aerodynamic styling in 10K yellow rolled gold plate dust protected case, stainless steel back. Streamlined dome crystal, raised figure dial. 10K yellow gold filled tower expansion bracelet. 17 J. Hampden shock resistant movement.
Suggested retail . $58.25

5240H2625
Plane style dust protected case in fine 10K yellow rolled gold plate top, stainless steel back. High crystal, raised figure dial. 10K yellow gold filled expansion bracelet. 7 Jewel Hampden guaranteed shock resistant movement.
Suggested retail..... $49.50

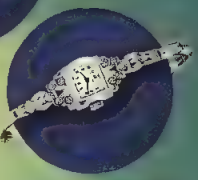
HAMPDEN

Incabloc Shock Resistant 17 Jewel Watches

5201H14595
Eighteen blazing **selected quality diamonds** in a graceful 14K white gold dust protected case. High crystal raised figure dial. Black silk cord. 17 Jewel Hampden shock resistant movement guarantees accuracy.
Suggested retail $315.00



5202H11480
Ten select quality **diamonds** in a stunning 14K white gold dust protected case. Dome crystal raised figure dial. Enchanting 10K white gold filled expansion bracelet. Precision-made 17 Jewel Hampden shock resistant movement.
Suggested retail $250.00



5203H9225
Six diamonds blaze in a brilliant spray, three at each side of a 14K white gold dust protected case. Modern dome crystal raised figure dial. 10K white gold filled expansion bracelet. Accurate 17 Jewel Hampden shock resistant movement.
Suggested retail $215.00

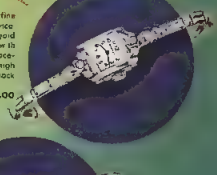
HAMPDEN DIAMOND WATCHES

Genuine diamonds of selected quality and color

5204H7805
Four exquisitely matched **diamonds** in a 14K white gold dust protected case. Harmonizing 10K white gold filled double strand snake bracelet. Shining dome crystal, raised figure dial. Famous, faithful, 17 Jewel Hampden shock resistant movement.
Suggested retail $175.00

5200H17225
Twenty-four brilliant **diamonds** set in a dainty 14K white gold dust protected case. Smart raised figure dial, gleaming dome crystal. Black silk cord. Marvelous 17 Jewel Hampden shock resistant movement.
Suggested retail $375.00

5205H6245
Twin diamonds, alike in fine quality and dramatic brilliance. Mirror polished 14K white gold square dust protected case with 10K gold filled expansion bracelet. Raised figure dial and high crystal. 17 Jewel Hampden shock resistant movement.
Suggested retail $150.00



- ★ Famous for quality through the years
- ★ 17 Jewels for precision time keeping
- ★ Shock Protected with patented Incabloc
- ★ Dust Protected ★ Anti-Magnetic
- ★ Metalinvar Hairspring assures accuracy
- ★ Every watch Electronically Tested
- ★ Fully Guaranteed—with certificate
- ★ Distinctive styles—lasting beauty
- ★ Handsome Gift Box with each watch

Hampden parts are standard and interchangeable and available at jewelers everywhere. Watches are illustrated ½ actual size. Diamonds slightly enlarged. Shock resistant, water repellent and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. Suggested retail prices include Federal Excise Tax as of June 25 1951. Deale prices O.P.S. approved. Prices subject to change without notice.

5206H6245
Two fine filled **diamonds,** one at each end of a lovely 14K white gold case dust protected. Supple 10K gold filled snake bracelet. Shimmering dome crystal, smart raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested retail $130.00

5208H4095
Artistry of design in a mirror-polished 14K yellow gold dust protected case, dramatically simple. Modern dome crystal, raised figure dial. 10K gold filled combination snake and expansion bracelet. Always accurate 17 Jewel shock resistant movement by Hampden.
Suggested retail.....$90.00

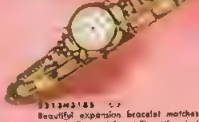
5207H4090
Two diamonds delicately matched, highlight the brilliant design of a mirror-finished, dust protected case, 14K yellow gold, with raised figure dial and dome crystal. Dainty 10K yellow gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement.
Suggested retail $100.00

5209H4095
Modern design in an elegantly detailed 14K yellow gold dust protected case. High crystal, raised figure dial. Sleek double strand snake bracelet, 10K yellow gold filled. Famous 17 Jewel Hampden shock resistant movement.
Suggested retail $90.00

5210H4095
Traditional 14K white gold dust protected square case, daintily furnished. Complimented by a textured 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested retail $90.00

5211H4095
Gracefully shaped petite 14K yellow gold dust protected case with a stunning expansion bracelet, 10K gold filled. Gleaming dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement.
Suggested retail $90.00

5212H3710
Symmetry is given a touch of genius in this 14K yellow gold dust protected case with its smart, square face, shining dome crystal, raised figure dial. 10K gold filled expansion bracelet. The guaranteed 17 Jewel Hampden shock resistant movement is truly accurate.
Suggested retail $71.50



5212H3185
Beautiful expansion bracelet matches this dainty, round-faced Horentine dust protected case, both 10K yellow gold filled. Domed figure dial, lovely high crystal. Faithfully yours 17 Jewel Hampden shock resistant movement.
Suggested retail $63.50

5214H3710
Lovely cushion case of 14K yellow gold enhanced by exquisite expansion bracelet of gold filled. Shining dome crystal, raised figure dial. 17 Jewel Hampden shock resistant movement, guaranteed for faithful service.
Suggested retail $71.50

5215H3045
Charming cushion case, dust protected and mirror polished, 10K yellow gold filled. Matching sunbeam link bracelet. Smart raised figure dial, high crystal. Guaranteed faithful—the 17 Jewel Hampden shock resistant movement.
Suggested retail.... $58.25

5216H3185
Sunny mirror polish on a 10K yellow gold filled dust protected case of enchanting beauty, complimented by a graceful 10K gold filled expansion bracelet. Stunning dome crystal. Raised figure dial. Guaranteed accurate 17 Jewel Hampden shock resistant movement.
Suggested retail $63.50

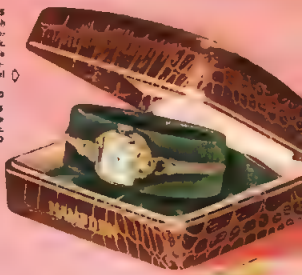
HAMPDEN

5217H3745
Nurse's watch, cherished for accuracy and dependability, in 14K yellow gold dust protected case. Stunning expansion circlet, 10K yellow gold filled. Practical sweep second hand. Easy-to-read raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested retail.....$71.50

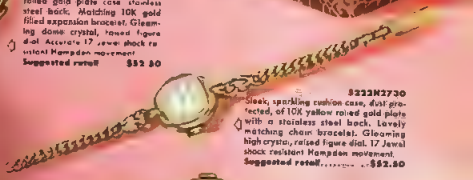
5218H3045
Same as above, case of 10K yellow gold filled.
Suggested retail.....$58.25

5220H3675
Two brilliant diamonds, set in a stylish 10K-yellow rolled gold plate dust-protected case with a stainless steel back. Polished dome crystal, raised figure dial. Trim matching supple snake bracelet, 10K gold filled. Accurate 17 Jewel Hampden shock resistant movement.
Suggested retail.....$71.50

5221H3675
Same watch as above, in 10K white rolled gold plate, stainless steel back.
Suggested retail.....$71.50



5219H2730
Radiantly attractive modern square dust protected 10K yellow rolled gold plate case stainless steel back. Matching 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. Accurate 17 Jewel shock resistant Hampden movement.
Suggested retail.....$52.50



5222H2730
Sleek, sparkling cushion case, dust protected, of 10K yellow rolled gold plate with a stainless steel back. Lovely matching chain bracelet. Gleaming high crystal, raised figure dial. 17 Jewel shock resistant Hampden movement.
Suggested retail.....$52.50

5223H2730
Treasure of modern beauty and twentieth century accuracy. 10K yellow rolled gold plate dust protected case, stainless steel back. Matching expansion bracelet. Dome crystal. 17 Jewel Hampden shock resistant movement.
Suggested retail.....$52.50

5224H2590
Beauty in simplicity. Lovely 10K yellow rolled gold plate dust protected case, stainless steel back. Charmingly different 10K yellow gold filled expansion bracelet. High-visibility raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested retail.....$49.50

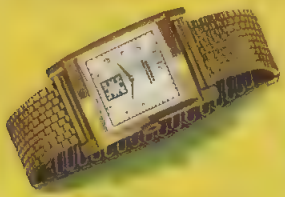
5225H2765
Same as above with sweep second hand.
Suggested retail.....$52.50

SELF-WINDING AUTOMATICS FOR MEN

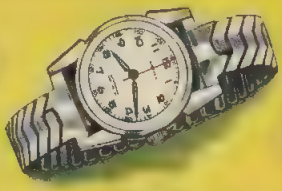
5226H5285
Newly famous **Calendar watch—automatic self-winding.** Windows or dial show month and day of week. Red tipped blue hand shows date. 10K yellow gold filled dust protected case. Matching expansion bracelet. Raised figure dial. Faithful 17 Jewel Hampden shock resistant movement.
Suggested retail.....$120.00

5227H4655
Self-winding automatic in a masculine 10K yellow gold filled dust-protected case with a unique two tone dial. High crystal, raised figure dial, sweep second hand. 10K yellow gold filled expansion bracelet. Electronically tested 17 Jewel Hampden shock resistant movement assures accuracy.
Suggested retail.....$100.00

5228H3950
Know the convenience of a fine **automatic**—it winds itself on your wrist. Smartly styled with all stainless steel, **water repellent,** dust protected case. Unbreakable crystal. Sweep second hand. Luminous figure dial and hands. Mesh and expansion bracelet. 17 Jewel Hampden shock resistant movement.
Suggested retail.....$85.00



Pyramid style, smarty different mirror finished 14K yellow gold case, dust protected. Distinctive pyramid crystal. Raised figure dial. Combination mesh and expansion bracelet, 10K gold filled. Hampden 17 Jewel movement, guaranteed shock resistant.
8J-7580 (5229) **INDEX 1-5425**
Suggested Retail $120.00



Rugged good looks in a **water repellent** all stainless steel watch with matching expansion bracelet. Dust protected case. Sweep second hand, unbreakable crystal, luminous radium figures and hands. Faithful 17 Jewel Hampden shock resistant movement.
8J-7581 (5230) **INDEX 1-3010**
Suggested Retail $58.25

Superbly masculine design with 10K yellow gold filled dust protected case and stainless steel back. Matching combination expansion bracelet. Sweep second hand, smart dome crystal, raised figure dial. Shock resistant accurate 17 Jewel Hampden movement.
8J-7582 (5231) **INDEX 1-3255**
Suggested Retail $67.50

17 Jewel Accuracy • INCABLOC SHOCK RESISTANT HAMPDEN DUST PROTECTED • Anti-Magnetic • Gift Boxed

Distinctive, clean cut dust protected case, 10K yellow gold filled, with harmonizing 10K gold filled expansion bracelet. High crystal and raised figure dial for smartness, easy reading. Accurate 17 Jewel Hampden shock resistant movement.
8J-7583 (5232) **INDEX 1-3265**
Suggested Retail $67.50

Mid-Century modern watch in 14K yellow gold, mirror-polished to bring out all its sleek smartness. Dust protected case. High crystal, raised figure dial. Barrel expansion bracelet, 10K yellow gold filled. Shock resistant 17 Jewel Hampden movement.
8J-7584 (5233) **INDEX 1-5250**
Suggested Retail $120.00

Same as above in 10K yellow gold filled case.
8J-7585 (5234) **INDEX 1-3430**
Suggested Retail $67.50

A favored presentation watch—the 14K yellow gold pocket watch—improved, extra-thin, lightweight design. Dust protected case. Raised figure dial. 17 Jewel Hampden shock resistant movement for accuracy.
8J-7586 (5235) **INDEX 1-5805**
Suggested Retail $127.50

Same watch as above, with 10K yellow gold filled case.
8J-7587 (5236) **INDEX 1-3080**
Suggested Retail $58.25

Popular circular style 10K yellow gold filled top, stainless steel back. Dust protected case, raised figure dial. Smart matching expansion bracelet. Famous 17 Jewel guaranteed shock resistant Hampden movement.
8J-7588 (5237) **INDEX 1-3080**
Suggested Retail $58.25

Streamlined dust protected case in 10K yellow rolled gold plate, stainless steel back. Matching masculine 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. 17 J. Hampden shock resistant movement.
8J-7589 (5238) **INDEX 1-2695**
Suggested Retail $52.50

Aerodynamic styling in 10K yellow rolled gold plate dust protected case, stainless steel back. Streamlined dome crystal, raised figure dial. 10K yellow gold filled tower expansion bracelet. 17 J. Hampden shock resistant movement.
8J-7590 (5239) **INDEX 1-2975**
Suggested Retail $58.25

Plume style dust protected case in fine 10K yellow rolled gold plate top, stainless steel back. High crystal, raised figure dial. 10K yellow gold filled expansion bracelet. 17 Jewel Hampden guaranteed shock resistant movement.
8J-7591 (5240) **INDEX 1-2625**
Suggested Retail $49.50

Nurse's watch, cherished for accuracy and dependability, in 14K yellow gold dust protected case. Stunning expansion circlet, 10K yellow gold filled. Practical sweep second hand. Easy-to-read raised figure dial. Famous 17 Jewel Hampden shock resistant movement
BJ-7568 (5217) INDEX 1-3745
Suggested Retail $71.50

Same as above, case of 10K yellow gold filled.
BJ-7569 (5218) INDEX 1-3045
Suggested Retail $58.25

Two brilliant **diamonds,** set in a stylish 10K yellow rolled gold plate dust protected case with a stainless steel back. Polished dome crystal, raised figure dial. Trim matching supple snake bracelet, 10K gold filled. Accurate 17 Jewel Hampden shock resistant movement.
BJ-7571 (5220) INDEX 1-3675
Suggested Retail $71.50

Same watch as above, in 10K **white** rolled gold plate, stainless steel back.
BJ-7572 (5221) INDEX 1-3675
Suggested Retail $71.50

Radiantly attractive modern square dust protected 10K yellow rolled gold plate case, stainless steel back. Matching 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. Accurate 17 Jewel shock resistant Hampden movement.
BJ-7570 (5219) INDEX 1-2730
Suggested Retail $52.50

HAMPDEN

- 17 Jeweled
- Shock Resistant
- Dust Protected
- Anti-Magnetic
- Fully Guaranteed
- Smart new styles
- Handsomely gift boxed

Sleek, sparkling cushion case, dust protected, of 10K yellow rolled gold plate with a stainless steel back. Lovely matching chain bracelet. Gleaming high crystal, raised figure dial. 17 Jewel shock resistant Hampden movement
BJ-7573 (5222) INDEX 1-2730
Suggested Retail $52.50

Treasure of modern beauty and twentieth century accuracy. 10K yellow rolled gold plate dust protected case, stainless steel back. Matching expansion bracelet. Dome crystal 17 Jewel Hampden shock resistant movement.
BJ-7574 (5223) INDEX 1-2730
Suggested Retail $52.50

Beauty in simplicity—lovely 10K yellow rolled gold plate dust protected case, stainless steel back. Charmingly different 10K yellow gold filled expansion bracelet. High-visibility raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
BJ-7575 (5224) INDEX 1-2590
Suggested Retail $49.50

Same as above with sweep second hand.
BJ-7576 (5225) INDEX 1-2765
Suggested Retail $52.50

SELF-WINDING AUTOMATICS FOR MEN

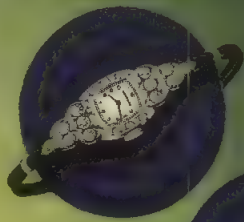
Newly famous Calendar watch—**automatic self-winding.** Windows on dial show month and day of week. Red tipped blue hand shows date. 10K yellow gold filled dust protected case. Matching expansion bracelet. Raised figure dial. Faithful 17 Jewel Hampden shock resistant movement.
BJ-7577 (5226) INDEX 1-5285

Self-winding automatic in a masculine 10K yellow gold filled dust protected case with a unique two tone dial. High crystal, raised figure dial, sweep second hand. 10K yellow gold filled expansion bracelet. Electronically tested 17 Jewel Hampden shock resistant movement assures accuracy.
BJ-7578 (5227) INDEX 1-4655

Know the convenience of a fine **automatic**—it winds itself on your wrist. Smartly styled with all stainless steel, **water repellent,** dust protected case. Unbreakable crystal. Sweep second hand. Luminous figure dial and hands. Mesh and expansion bracelet. 17 Jewel Hampden shock resistant movement.
BJ-7579 (5228) INDEX 1-3950

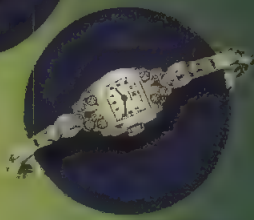
GUARANTEE
★
Every
HAMPDEN WATCH
is fully guaranteed for precision craftsmanship and excellence of materials, also against defects in manufacture
★
HAMPDEN WATCH CO.

Eighteen blazing selected quality **diamonds** in a graceful 14K white gold dust protected case. High crystal, raised figure dial. Black silk cord. 17 Jewel Hampden shock resistant movement guarantees accuracy
8J-7552 (5201) INDEX 1-14595
Suggested Retail $315.00



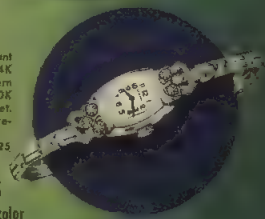
HAMPDEN

Incabloc Shock Resistant 17 Jewel Watches



Ten select quality **diamonds** in a stunning 14K white gold dust protected case. Dome crystal, raised figure dial. Enchanting 10K white gold filled expansion bracelet. Precision-made 17 Jewel Hampden shock resistant movement.
8J-7553 (5202) INDEX 1-11480
Suggested Retail $250.00

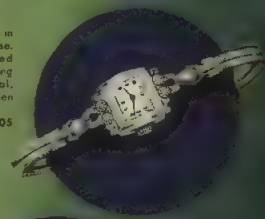
Six diamonds blaze in a brilliant spray, three at each side of a 14K white gold dust protected case. Modern dome crystal, raised figure dial. 10K white gold filled expansion bracelet. Accurate 17 Jewel Hampden shock resistant movement.
8J-7554 (5203) INDEX 1-9225
Suggested Retail $215.00



HAMPDEN DIAMOND WATCHES

Genuine diamonds of selected quality and color

Four exquisitely matched **diamonds** in a 14K white gold dust protected case. Harmonizing 10K white gold filled double strand snake bracelet. Shining dome crystal, raised figure dial. Famous, faithful, 17 Jewel Hampden shock resistant movement.
8J-7555 (5204) INDEX 1-7805
Suggested Retail $175.00



Twenty-four brilliant **diamonds** set in a dainty 14K white gold dust protected case. Smart raised figure dial, gleaming dome crystal. Black silk cord. Marvelous 17 Jewel Hampden shock resistant movement.
8J-7551 (5200) INDEX 1-17225
Suggested Retail $375.00

Twin diamonds, alike in fine quality and dramatic brilliance. Mirror-polished 14K white gold square dust protected case with 10K gold filled expansion bracelet. Raised figure dial and high crystal. 17 Jewel Hampden shock resistant movement.
8J-7556 (5205) INDEX 1-6245
Suggested Retail $150.00

- ★ **Famous for quality through the years**
- ★ **17 Jewels for precision time keeping**
- ★ **Shock Protected with patented Incabloc**
- ★ **Dust Protected ★ Anti-Magnetic**
- ★ **Metalinvar Hairspring assures accuracy**
- ★ **Every watch Electronically Tested**
- ★ **Fully Guaranteed—with certificate**
- ★ **Distinctive styles—lasting beauty**
- ★ **Handsome Gift Box with each watch**

Hampden parts are standard and interchangeable—available at jewelers everywhere. Watches are illustrated ⅞ actual size, diamonds slightly enlarged. Shock resistant water repellent, and anti magnetic features guaranteed to conform with specifications of the Federal Trade Commission. Suggested retail prices include Federal Excise Tax as of June 25, 1951. Dealer prices O. P. S. approved. Prices subject to change without notice.

Two fire-filled **diamonds,** one at each end of a lovely 14K white gold case, dust protected. Supple 10K gold filled snake bracelet. Shimmering dome crystal, smart raised figure dial. 17 Jewel Hampden shock resistant movement
8J-7557 (5206) INDEX 1-6245
Suggested Retail $150.00

HAMPDEN

[illegible]

[illegible]

of outstanding quality

[illegible]

Artistry of design in a mirror-polished 14K yellow gold dust protected case, dramatically simple. Modern dome crystal, raised figure dial. 10K gold filled combination snake and expansion bracelet. Always accurate 17 Jewel shock resistant movement by Hampden.
8J-7559 (5208) INDEX 1-4095
Suggested Retail $90.00

Two diamonds radiantly matched, highlight the brilliant design of a mirror-finished, dust protected case, 14K yellow gold, with raised figure dial and dome crystal. Dainty 10K yellow gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement
8J-7558 (5207) INDEX 1-4690
Suggested Retail $100.00

Modern design in an elegantly detailed 14K yellow gold dust protected case. High crystal, raised figure dial. Sleek double strand snake bracelet, 10K yellow gold filled. Famous 17 Jewel Hampden shock resistant movement.
8J-7560 (5209) INDEX 1-4095
Suggested Retail $90.00

Traditional 14K white gold dust protected square case, daintily feminine. Complemented by a telescopic 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock resistant movement.
8J-7561 (5210) INDEX 1-4095
Suggested Retail $90.00

Gracefully shaped petite 14K yellow gold dust protected case with a stunning expansion bracelet, 10K gold filled Gleaming dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement.
8J-7562 (5211) INDEX 1-4095
Suggested Retail $90.00

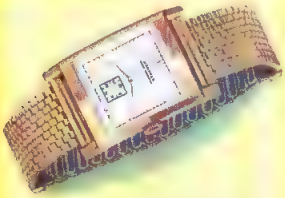
Symmetry is given a touch of genius in this 14K yellow gold dust protected case with its smart, square face, shining dome crystal, raised figure dial. 10K gold filled expansion bracelet. The guaranteed 17 Jewel Hampden shock resistant movement is truly accurate.
8J-7563 (5212) INDEX 1-3710
Suggested Retail $71.50

Beautiful expansion bracelet matches this dainty, round-faced Florentine dust protected case, both 10K yellow gold filled. Raised figure dial, lovely high crystal. Faithfully yours, 17 Jewel Hampden shock resistant movement.
8J-7564 (5213) INDEX 1-3185
Suggested Retail $62.50

Lovely cushion case of 14K yellow gold enhanced by exquisite expansion circlet, 10K gold filled. Shining dome crystal, raised figure dial. 17 Jewel Hampden shock resistant movement, guaranteed for faithful service.
8J-7565 (5214) INDEX 1-3710
Suggested Retail $71.50

Charming cushion case, dust protected and mirror polished, 10K yellow gold filled. Matching sunbeam link bracelet. Smart raised figure dial, high crystal Guaranteed faithful—the 17 Jewel Hampden shock resistant movement.
8J-7566 (5215) INDEX 1-3045
Suggested Retail $58.25

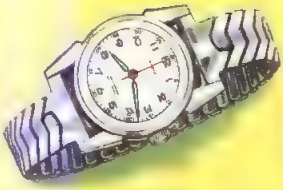
Sunny mirror-polish on a 10K yellow gold filled dust protected case of enchanting beauty, complemented by a graceful 10K gold filled expansion bracelet. Stunning dome crystal. Raised figure dial. Guaranteed accurate 17 Jewel Hampden shock resistant movement
8J-7567 (5216) INDEX 1-3185
Suggested Retail $62.50



Pyramid style, smartly different mirror finished 14K yellow gold case, dust protected. Distinctive pyramid crystal. Raised figure dial. Combination mesh and expansion bracelet, 10K gold filled Hampden 17 Jewel movement, guaranteed shock resistant

Suggested Retail $120.00

1W5229H..... .Each $53.17



Rugged good looks—in a **water repellent** all stainless steel watch with matching expansion bracelet. Dust protected case. Sweep second hand; unbreakable crystal; luminous radium figures and hands. Faithful 17 Jewel Hampden shock resistant movement.

Suggested Retail $58.25

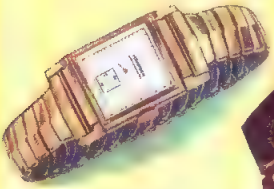
1W5230H.....Each $29.50

Superbly masculine design with 10K yellow gold filled dust protected case and stainless steel back. Matching combination expansion bracelet. Sweep second hand, smart dome crystal, raised figure dial. Shock resistant accurate 17 Jewel Hampden movement

Suggested Retail $67.50

1W5231H.....Each $31.90

17 Jewel Accuracy • INCABLOC SHOCK RESISTANT HAMPDEN DUST PROTECTED • Anti-Magnetic • Gift Boxed



Distinctive, clean cut dust protected case, 10K yellow gold filled, with harmonizing 10K gold filled expansion bracelet. High crystal and raised figure dial for smartness, easy reading. Accurate 17 Jewel Hampden shock resistant movement

Suggested Retail $67.50

1W5232H.....Each $32.00

Mid-Century modern watch in 14K yellow gold, mirror-polished to bring out all its sleek smartness. Dust protected case. High crystal, raised figure dial. Barrel expansion bracelet, 10K yellow gold filled. Shock resistant 17 Jewel Hampden movement

Suggested Retail $120.00

1W5233H ... .Each $51.45

Same as above in 10K yellow gold filled case

Suggested Retail $67.50

1W5234H..... . .....Each $33.61

A favored presentation watch—the 14K yellow gold pocket watch—improved, extra-thin, lightweight design. Dust protected case. Raised figure dial. 17 Jewel Hampden shock resistant movement for accuracy

Suggested Retail $127.50

1W5235H.....Each $56.89

Same watch as above, with 10K yellow gold filled case.

Suggested Retail $58.25

1W5236H .....Each $30.18

Popular circular style. 10K yellow gold filled top, stainless steel back. Dust protected case, raised figure dial. Smart matching expansion bracelet Famous 17 Jewel guaranteed shock resistant Hampden movement

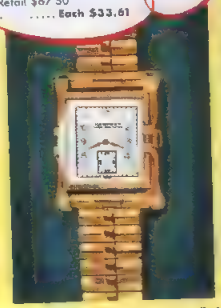
Suggested Retail $58.25

1W5237H..... Each $30.18

Streamlined dust protected case in 10K yellow rolled gold plate, stainless steel back. Matching masculine 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. 17 J. Hampden shock resistant movement.

Suggested Retail $52.50

1W5238H..... .Each $26.41



Aerodynamic styling in 10K yellow rolled gold plate dust protected case, stainless steel back. Streamlined dome crystal, raised figure dial. 10K yellow gold filled tower expansion bracelet. 17 J. Hampden shock resistant movement.

Suggested Retail $58.25

1W5239H.....Each $29.16

Plume style dust protected case in fine 10K yellow rolled gold plate top, stainless steel back. High crystal, raised figure dial. 10K yellow gold filled expansion bracelet. 17 Jewel Hampden guaranteed shock resistant movement

Suggested Retail $49.50

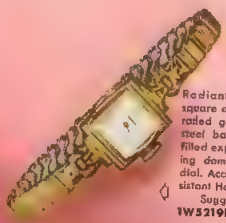
1W5240H.....Each $25.73

Nurse's watch, cherished for accuracy and dependability, in 14K yellow gold dust protected case. Stunning expansion circlet, 10K yellow gold filled Practical sweep second hand. Easy-to-read raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $71.50
1W5217H.....Each $36.70

Same as above, case of 10K yellow gold filled
Suggested Retail $58 25
1W5218H.....Each $29.84

Two brilliant **diamonds,** set in a stylish 10K yellow rolled gold plate dust protected case with a stainless steel back. Polished dome crystal, raised figure dial. Trim matching supple snake bracelet, 10K gold filled. Accurate 17 Jewel Hampden shock resistant movement
Suggested Retail $71.50
1W5220H.....Each $36.02

Same watch as above, in 10K **white** rolled gold plate, stainless steel back
Suggested Retail $71.50
1W5221H.....Each $36.02



Radiantly attractive modern square dust protected 10K yellow rolled gold plate case, stainless steel back. Matching 10K gold filled expansion bracelet. Gleaming dome crystal, raised figure dial. Accurate 17 Jewel shock resistant Hampden movement.
Suggested Retail $52.50
1W5219H.....Each $26.75

HAMPDEN

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- [illegible]
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- [illegible]

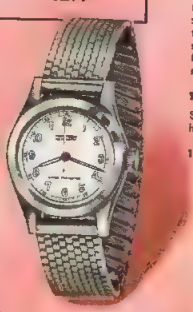
Sleek, sparkling cushion case, dust protected, of 10K yellow rolled gold plate with a stainless steel back. Lovely matching chain bracelet. Gleaming high crystal, raised figure dial. 17 Jewel shock resistant Hampden movement
Suggested Retail $52 50
1W5222H.....Each $26.75

Treasure of modern beauty and twentieth century accuracy. 10K yellow rolled gold plate dust protected case, stainless steel back Matching expansion bracelet. Dome crystal. 17 Jewel Hampden shock resistant movement.
Suggested Retail $52.50
1W5223H.....Each $26.75

SELF-WINDING AUTOMATICS FOR MEN

Newly famous **Calendar** watch—**automatic self-winding.** Windows on dial show month and day of week. Red tipped blue hand shows date. 10K yellow gold filled dust protected case. Matching expansion bracelet. Raised figure dial. Faithful 17 Jewel Hampden shock resistant movement.
Suggested Retail $120 00
1W5226H.....Each $51 70

Self-winding automatic in a masculine 10K yellow gold filled dust protected case with a unique two tone dial. High crystal, raised figure dial, sweep second hand. 10K yellow gold filled expansion bracelet. Electronically tested 17 Jewel Hampden shock resistant movement assures accuracy
Suggested Retail $100 00
1W5227H.....Each [illegible]



Know the convenience of a fine **automatic**—it winds itself on your wrist. Smartly styled with all stainless steel, **water repellent,** dust protected case Unbreakable crystal. Sweep second hand. Luminous figure dial and hands. Mesh and expansion bracelet. 17 Jewel Hampden shock resistant movement.
Suggested Retail $85 00
1W5228H.....Each [illegible]

Beauty in simplicity—lovely 10K yellow rolled gold plate dust protected case, stainless steel back. Charmingly different 10K yellow gold filled expansion bracelet. High visibility raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $49.50
1W5224H.....Each $25.38

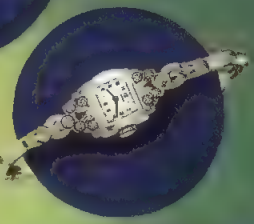
Same as above with sweep second hand
Suggested Retai $52 50
1W5225H.....Each $27.10

Eighteen blazing selected quality **diamonds** in a graceful 14K white gold dust protected case. High crystal, raised figure dial. Black silk cord. 17 Jewel Hampden shock resistant movement guarantees accuracy.
Suggested Retail $315.00
1W5201H. .....Each $143.03

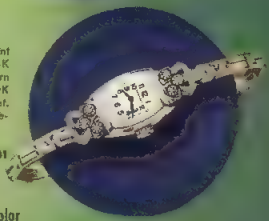
HAMPDEN

Incabloc Shock Resistant 17 Jewel Watches

Ten select quality **diamonds** in a stunning 14K white gold dust protected case. Dome crystal, raised figure dial. Enchanting 10K white gold filled expansion bracelet. Precision-made 17 Jewel Hampden shock resistant movement.
Suggested Retail $250.00
1W5202H.....Each $112.50



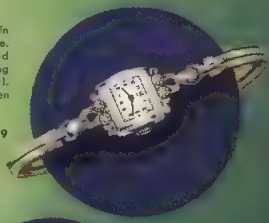
Six diamonds blaze in a brilliant spray, three at each side of a 14K white gold dust protected case. Modern dome crystal, raised figure dial. 10K white gold filled expansion bracelet. Accurate 17 Jewel Hampden shock resistant movement.
Suggested Retail $215.00
1W5203H.....Each $90.41



HAMPDEN DIAMOND WATCHES

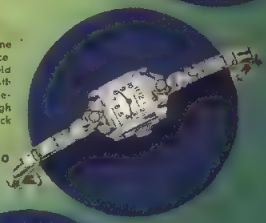
Genuine diamonds of selected quality and color

Four exquisitely matched **diamonds** in a 14K white gold dust protected case. Harmonizing 10K white gold filled double strand snake bracelet. Shining dome crystal, raised figure dial. Famous, faithful, 17 Jewel Hampden shock resistant movement.
Suggested Retail $175.00
1W5204H.....Each $76.49



Twenty-four brilliant **diamonds** set in a dainty 14K white gold dust protected case. Smart raised figure dial, gleaming dome crystal. Black silk cord. Marvelous 17 Jewel Hampden shock resistant movement.
Suggested Retail $375.00
1W5200H.....Each $168.81

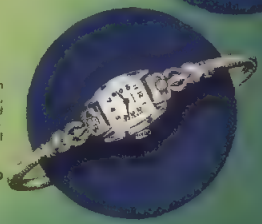
Twin diamonds, alike in fine quality and dramatic brilliance. Mirror-polished 14K white gold square dust protected case with 10K gold filled expansion bracelet. Raised figure dial and high crystal. 17 Jewel Hampden shock resistant movement.
Suggested Retail $150.00
1W5205H .....Each $61.20



- ★ **Famous for quality through the years**
- ★ **17 Jewels for precision time keeping**
- ★ **Shock Protected with patented Incabloc**
- ★ **Dust Protected ★ Anti-Magnetic**
- ★ **Metalinvar Hairspring assures accuracy**
- ★ **Every watch Electronically Tested**
- ★ **Fully Guaranteed—with certificate**
- ★ **Distinctive styles—lasting beauty**
- ★ **Handsome Gift Box with each watch**

Hampden parts are standard and interchangeable—available at jewelers everywhere. Watches are illustrated ⅔ actual size, diamonds slightly enlarged. Shock resistant, water repellent, and anti magnetic features guaranteed to conform with specifications of the Federal Trade Commission. Suggested retail prices include Federal Excise Tax as of June 25, 1951. Dealer prices O. P. S. approved. Prices subject to change without notice.

Two fire-filled **diamonds,** one at each end of a lovely 14K white gold case, dust protected. Supple 10K gold filled snake bracelet. Shimmering dome crystal, smart raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested Retail $150.00
1W5206H. .. .. Each $61.20



HAMPDEN

Time Honored Time Keepers

17 Jewel Watches

of outstanding quality

Artistry of design in a mirror-polished 14K yellow gold dust protected case, dramatically simple. Modern dome crystal, raised figure dial. 10K gold filled combination snake and expansion bracelet. Always accurate 17 Jewel shock resistant movement by Hampden.
Suggested Retail $90.00
1W5208H.....Each $40.13

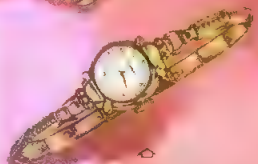
Two diamonds radiantly matched, highlight the brilliant design of a mirror-finished, dust protected case, 14K yellow gold, with raised figure dial and dome crystal. Dainty 10K yellow gold filled expansion bracelet. 17 Jewel Hampden shock resistant movement
Suggested Retail $100.00
1W5207H.....Each $45.96

Modern design in an elegantly detailed 14K yellow gold dust protected case. High crystal, raised figure dial. Sleek double strand snake bracelet, 10K yellow gold filled. Famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $90.00
1W5209H..... Each $40.13

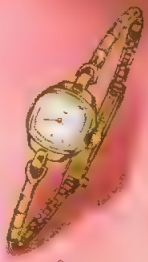
Traditional 14K white gold dust protected square case, daintily feminine. Complemented by a telescopic 10K white gold filled expansion bracelet. High crystal, raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested Retail $90.00
1W5210H.....Each $40.13

Gracefully shaped petite 14K yellow gold dust protected case with a stunning expansion bracelet, 10K gold filled. Gleaming dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $90.00
1W5211H.....Each $40.13

Symmetry is given a touch of genius in this 14K yellow gold dust protected case with its smart, square face, shining dome crystal, raised figure dial. 10K gold filled expansion bracelet. The guaranteed 17 Jewel Hampden shock resistant movement is truly accurate.
Suggested Retail $71.50
1W5212H.....Each $36.36



Beautiful expansion bracelet matches this dainty, round-faced Florentine dust protected case, both 10K yellow gold filled. Raised figure dial, lovely high crystal. Faithfully yours, 17 Jewel Hampden shock resistant movement.
Suggested Retail $62.50
1W5213H.....Each $31.21



Lovely cushion case of 14K yellow gold enhanced by exquisite expansion circlet, 10K gold filled. Shining dome crystal, raised figure dial. 17 Jewel Hampden shock resistant movement, guaranteed for faithful service.
Suggested Retail $71.50
1W5214H.....Each $36.36

Charming cushion case, dust protected and mirror polished, 10K yellow gold filled. Matching sunbeam link bracelet. Smart raised figure dial, high crystal. Guaranteed faithful—the 17 Jewel Hampden shock resistant movement.
Suggested Retail $58.25
1W5215H.....Each $29.84

Sunny mirror-polish on a 10K yellow gold filled dust protected case of enchanting beauty, complemented by a graceful 10K gold filled expansion bracelet. Stunning dome crystal. Raised figure dial. Guaranteed accurate 17 Jewel Hampden shock resistant movement
Suggested Retail $62.50
1W5216H.....Each $31.21

IDEAL DOLLS ARE THE PRIDE OF America's Chemical Industry!

So proud are these giants of American science and industry of their collaboration with Ideal — that they themselves advertised every one of these smash hit Ideal dolls in the leading national magazines!

THAT'S FABULOUS *Toni* DOLL

For the fourth consecutive year the wor[illegible] doll! Every little girl will eventually have [illegible] DURABLE NYLON HAIR — that can be [illegible] waved and styled — the doll that lasts for years and years!

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Dupont uses these color plates in their advertising

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MADE OF **GEON** PLASTIC

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in

Fortune

Newsweek

Business Week

U.S. News

*B. F. Goodrich Chemical Co. Used Full Color Plates in Their Advertising

IDEAL'S NEW MAGIC FLESH DOLL

Pinch her cheeks, pat her face — her skin [illegible]

[illegible] combed and curled with her own plastic curlers. She cries, sleeps and wears an adorable outfit.

THESE GREAT CHEMICAL COMPANIES TO BRING YOU THE WORLD'S BEST LOOKING, BEST WASH AND BEST SELLING DOLLS

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SAUCY WALKER

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and

Dow Chemical Co.**

SARAN YARNS

in

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JOURNAL

*Head, arms and legs of
HERCULES ACETATE

**Hair made of
SARAN

DID YOU EVER SEE A DREAM WALKING?

Ideal's New Smash Hit Doll all America is Talking About!

Walks! — Rolls her eyes! — Turns her head and curtsies! — Sits, stands, cries, sleeps! — No [illegible] face and hair of an angel!

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AND
Trilby Dolls

MADE OF
Vinylite
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BAKELITE USED THESE FULL COLOR PLATES IN THEIR ADVERTISING

BONNY BRAIDS. Dick Tracy's adorable baby daughter is a funny-paper favorite and a real little charmer in doll-person. That easily recognized face is as soft and as washable as a real baby's. Those braids can be washed, set, brushed, rebraided *and* even made to grow! Perfectly dressed and equipped—even to a tooth-brush and a tube of IPANA Tooth Paste for her single tooth.

Ideal

You too, **can join this quality parade... sell IDEAL DOLLS... masterpieces of modern manufacturing... the dolls every little girl prefers!... The most intensely promoted and widely accepted dolls in the world!**

Rush Your Order Today!

FREE EASELED DISPLAYS AND NEWSPAPER MATS AVAILABLE!

TRILBY-IDEAL'S MAGIC 3-FACED DOLL. A dream of a doll whose expression can change almost as fast as a real baby's. This amusing imp laughs, cries, sleeps—just turn the knob at the top of her head to make a new face appear. Her other two faces are concealed by her blond curls and bonnet.

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YEAR 'ROUND PROFIT—NO OFF-SEASONS

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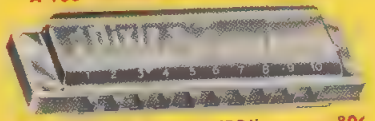
MADE IN U.S.A.

HARMONICAS

WITH PRECISION TUNED BRASS REEDS

A-100 "LITTLE PAL"— RETAILS AT 70¢



A-110 "DIXIE SONG BIRD"— RETAILS AT 80¢

H-70 "LITTLE CHIEF"— RETAILS AT 80¢

H-60 "BRASS BAND" — $1.00

H-50 "HIT PARADE" — $1.25

H-40 "MEL-O-DEE"— AT A LOW AT $1.50

ARIST-O-KRATT"— AT $2.00

A-100 LITTLE PAL A practical favorite with the younger set. 3¼" long—8 holes—16 correctly tuned brass reeds—key of C—aluminum plates -bright nickel-plated covers—individually boxed

A 110 'DIXIE SONG BIRD"—Beautifully designed, standard diatonic model—4" long—10 holes—20 brass reeds on aluminum plates—bright nickel-plated covers—fine tone quality—key of C—attractively boxed.

H-70 LITTLE CHIEF —8 holes—3¼" long—16 hand-tuned bronze reeds on brass plates—strong, non-porous plastic comb—embossed bright-nickeled covers. Amazing tone quality Ideal companion on hiking trips, picnics, etc. Key of C. Individually boxed

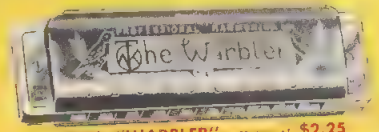
H 60 "BRASS BAND"—Popular diatonic model—recommended to economy minded school bands and groups desiring top quality at low price. 4" long 10 holes—20 precision hand-tuned bronze reeds on brass plates—brightly nickel-plated lip-comfort covers. Full, rich tone. Available in key of A-Bb-C-G Each attractively boxed.

H 50 HIT PARADE —Top quality economy priced Ideal for the serious young student. 10 holes—20 precision-perfect hand-tuned mellow-toned bronze reeds on brass plates resonant non-porous tone chambers. Highly nickel-plated covers. Available in key of A-Bb-C-G Neatly boxed. Instruction folio included

H-40 'MEL-O-DEE"—for the professional player. Excellent quality -bell-like clarity of tone -standard diatonic 10 hole size—20 carefully tested "SPECIAL BRASS" reeds on brass plates heavily nickel-plated covers especially designed for tone volume Made in key of A-Bb-C-G. Individually boxed with instruction folio

H-30 ARIST O KRATT —for the hard-to-please soloist or professional—standard diatonic 10 hole model 20 finest hand-tuned feather-action "SPECIAL BRASS' reeds on brass plates- heavily nickeled lip-comfort covers—fuller, richer, more dynamic tone Made in key of A-Bb-C-G. Handsomely boxed. Instruction folio included.

H-20 WARBLER Finest workmanship and materials -expert care makes this professional instrument a world favorite and choice of the experienced harmonicist 10 holes—20 tone-tested feather-action bronze reeds on brass plates brightly plated covers. Keys of A-Bb-C-G available. Individually boxed—with instruction folio



H 20 "WARBLER"— AT $2.25

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FINEST AMERICAN-MADE HARMONICAS

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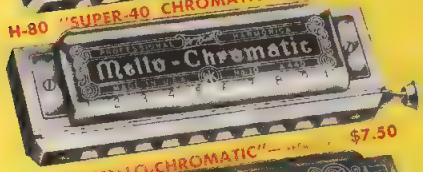
H-15 "CONCERT WARBLER"— RETAILS AT $4.00

H-80 "SUPER-40 CHROMATIC"— RETAILS AT $6.75



H-10 "MELLO-CHROMATIC"— RETAILS AT $7.50

H-12 "ULTRA-MONICA"— RETAILS AT $10.00

PROFESSIONAL CONCERT AND CHROMATIC HARMONICAS

H-15 "CONCERT WARBLER"—A "super" instrument 10 double holes—40 expertly hand-tuned "SPECIAL BRASS" reeds—brass plates specially treated 20 compartment tone-chamber section breath-saving leather valves over each reed. Dynamic tone quality. Heavily nickel-plated embossed covers. Made in key of C and Bb only. Size 4⅝" long. Smartly packaged in a moisture, dust-proofed hinged box—with instruction folio.

H-80 "SUPER-40 CHROMATIC"—Beautiful resonant accordion-tone—plays sharps and flats—2¾ octave range. Silent quick-action chromatic slide key for fast technical renditions—4⅝" long, 10 holes, 40 perfectly hand-tuned, precisely pitched "SPECIAL BRASS" reeds, fitted with breath-saving leather valves. Nickel-plated embossed covers and comfort-mouthpiece. Key of C. Instruction Song Book included.

H-10 "MELLO-CHROMATIC" SOLO or REGULAR tuning. Perfect intonation—silent slide action—easy playing—for fast technique—rich tonal quality 4⅞" long, 2¾ octave range—40 perfectly hand-tuned "SPECIAL BRASS" reeds—breath-saving leather valves. Nickel-plated covers and mouthpiece. Finest workmanship. Key of C only. Specify REGULAR or SOLO tuning when ordering. Handsomely boxed in spring-hinged metal case, red leatherette covered, sateen lined. Instruction Song Book included.

H-12 "ULTRA-MONICA"—a brilliant 3 Octave Chromatic instrument widely acclaimed by experienced professionals for excellence and clarity of tone and lightning ease of operation. Meets every musical requirement demanded by the most discerning musician. Size 5⅝" long—12 holes, 48 precisely hand-tuned "SPECIAL BRASS" reeds with leather wind-saving valves. Nickel-plated covers and mouthpiece. In key of C — — tuned A-440. In fitted metal case, leatherette covered, sateen and plush lined for moisture and dust protection of reeds. Instruction Song Book included.

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DEPT. L. WM. KRATT CO. — 988 JOHNSON PL. — UNION, N. J.

PROFITS EVERY DAY!

FEATURE EASY TO SELL

World's Finest

WM. KRATT

MADE IN U.S.A.

HARMONICAS

FUN FOR HOME, SCHOOL OR CAMP

INDOORS OR OUTDOORS

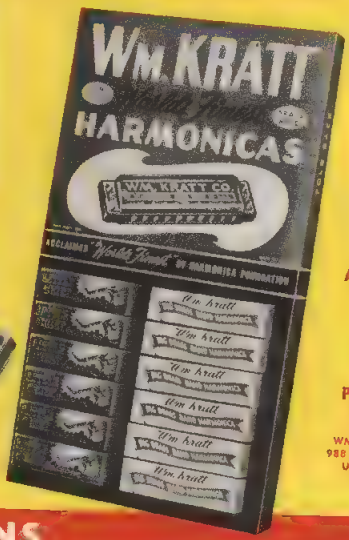
CARDED POPULAR

DISPLAY ASSORTMENTS

1 DOZEN HARMONICAS MOUNTED ON COLORFUL COUNTER OR WINDOW DISPLAY CARD — WITH EASEL BACK

PICK A WINNER — YOU CAN'T MISS! TO RETAIL — 70c - 80c - $1.00

		Suggested Retail EACH	Retail Value PER CARD
#C-300	Harmonica Display Card		
	12 pcs. #A-100 "Little Pal" @	$ .70	$ 8.40
#C-210	Harmonica Assortment — Carded		
	6 pcs. #A-100 "Little Pal" @	.70	4.20
	6 pcs. #A-110 "Dixie Song Bird" @	.80	4.80
		Total —	$ 9.00
#C-310	Harmonica Display Card		
	12 pcs. #A 110 "Dixie Song Bird" @	.80	$ 9.60
#C-700	Harmonica Display Card		
	12 pcs #H-70 "Little Chief" @	.80	$ 9.60
#C-500	Harmonica Assortment — Carded		
	3 pcs. #A 100 "Little Pal" @	.70	2.10
	3 pcs. #A-110 "Dixie Song Bird" @	.80	2.40
	3 pcs. #H-70 "Little Chief" @	.80	2.40
	3 pcs. #H-60 "Brass Band" @	1.00	3.00
		Total —	$ 9.90
#C-760	Harmonica Assortment — Carded		
	6 pcs. #H-70 "Little Chief" @	.80	4.80
	6 pcs. #H-60 "Brass Band" @	1.00	6.00
		Total	$10.80
#C-600	Harmonica Display Card		
	12 pcs. #H-60 "Brass Band" @	1.00	$12.00



ASK YOUR JOBBER OR WRITE FOR PRICE LIST TODAY!

WM KRATT CO.
988 JOHNSON PL
UNION, N J
DEPT L

NO OFF-SEASONS

HARMONICAS ARE THE ALL-TIME EVERY DAY FAVORITE TOY MUSICAL INSTRUMENTS OF MILLIONS OF YOUNGSTERS AND GROWN-UPS

©1952 WM KRATT CO., UNION, N. J.

WM. KRATT

FINEST AMERICAN-MADE
HARMONICAS & MUSICAL TOYS

#816 PIANO-KEY BLOW ACCORDION

WITH PRECISION HAND-TUNED BRASS REEDS

NEW
RED HOT PROFIT-PRODUCER—
FEATURE IT!

THIS NEW MUSICAL TOY HAS WHAT IT TAKES TO PRODUCE SALES AND MORE SALES— EVERY DAY IN THE YEAR!

Designed for youngsters and grown-ups ★ for use at home—school or camp ★ for party entertainment and wherever music is part of the fun indoors or outdoors.

Amazingly easy to play ★ Light weight—but sturdy construction ★ Size. 9 x 2½ x 1⅝ inches ★ 8 Ivory-like piano-style keys ★ 16 Precision hand-tuned brass reeds ★ Plays 2 full scales in Key of "C" ★ Full rich tones—plays chords and single notes ★ Comfortable—easy to blow mouthpiece ★ Beautifully modeled, colorful styrene plastic case ★ Eye-catching attractively color illustrated picture box ★ Instruction Song Folio included ★ Made in America—by highly skilled American craftsmen, of finest American materials, and modernly designed for quality.

RETAILS AT $2.00
INSTRUCTION FOLIO INCLUDED

WRITE FOR CATALOG AND PRICE LIST!
WM. KRATT COMPANY — DEPT. L
988 JOHNSON PLACE — UNION, N. J.
SALES REPRESENTATIVES WANTED! A FEW CHOICE TERRITORIES STILL OPEN — SUBMIT DETAILS.

1952 CATALOG OF WM. KRATT PRODUCTS NOW AVAILABLE

MADE IN AMERICA BY THE MANUFACTURER OF THE WORLD'S FINEST PITCH PIPES AND HARMONICAS FOR PROFESSIONAL AND STUDENT USE

Worth 6.98

25-in. tall! She sleeps, cries Has bathe-able latex arms, legs

4.98

Aldens biggest doll with latex arms and legs—actually worth at least 2.00 more! She stands 25-in. tall in her dainty doll socks—almost as big as a real baby! Her latex arms and legs can be bathed in sudsy water just like a real baby! Her glossy Blonde mohair wig is soft as baby hair. She closes her long-lashed sleeping eyes and she cries "Mama" realistically. Her hard-to-break composition head is carefully molded. She shows her tiny pearly teeth and tongue tip! Her soft, cotton stuffed body is cuddly and lovable. Outfitted in the newest of adorable doll clothes—a Blue ninon dress daintily banded in White lace, a matching buckram-lined bonnet atop her curls. Blue simulated leather shoes, socks, lawn slip, and Pink rubber panties. About 25-in. tall. Mailable.

35 Y 5104E—Shipping wt 5 lb 4.98

27-in Cry-Baby

Big and beautiful—with Saran hair

- Saran hair—wash, comb, curl
- Washable vinyl arms, legs
- Soft, cotton-stuffed body
- Go-to-sleep Glassene eyes, lashes
- Plastic head—cute cry voice

7.98

A really big armful of lovable baby—this outstanding doll value is about 27 inches tall. With beautiful and silky Blonde Saran curls that can be shampooed, curled (3 plastic curlers included) and combed just like real hair! Dimpled arms and legs are of soft vinyl plastic that looks and feels almost real! Sturdy plastic head. Cunning, little open mouth shows teeth and tongue. Her body is softly stuffed with cotton and she has an appealing Mama voice. Dressed in dainty White and Pink ninon dress and bonnet with Blue flocking, ribbon. White slip, rubber panties, rayon socks, simulated leather shoes.
35 Y 5007E—Ship. wt. 6 lb. Mail . **7.98**

BABIES at right—doll-land bargains worth much more **1.19** up

1. ALDENS LOWEST PRICED BABY DOLL. Cuddly baby guaranteed to win her new mother completely on Christmas Morning! Carefully molded of sturdy composition. Jointed arms and legs. Painted eyes and molded hair. Dressed in her Sunday-best Blue trimmed Pink taille dress, matching bonnet. Diaper, White rayon socks, Pink simulated leather shoes. Abt. 12-in.
352 Y 5006—Shipping weight 1 lb. 6 oz.... **1.19**

2. ADORABLE BABY BEAUTY designed to bring a big Christmas thrill to a little girl. Fluffy Pink rayon taffeta dress and matching bonnet make her lovely and make her mother beam with pride. Pink simulated leather shoes and White rayon socks. Well formed composition head, legs and arms. Huggable Pink cloth body softly stuffed with new cotton. About 15-in. tall.
352 Y 5024—Shipping weight 1 lb. 8 oz..... **1.79**

3. CRYING BABY with bathable Latex arms and legs. Beautiful Blonde mohair wig with fluffy curls. Go-to-sleep eyes with long lashes. Composition head, stuffed body. Yellow organdy bonnet, matching dress, sparked with White. Rubber panties, White rayon socks. White slip, White simulated leather shoes. About 18-in. tall. Low priced at Aldens.
352 Y 5005—Shipping weight 2 lb. 4 oz.... **2.79**

4. 21-IN. BABY DOLL with sleeping eyes, Brunette mohair curls and a sweet "Mama" voice. 2 tiny teeth and tongue tip show realistically. Composition head, arms, legs, cotton stuffed body. Sky-Blue organdy dress and bonnet trimmed with sparkling White. White slip, rubber panties, White rayon socks. White simulated leather shoes. About 21-in. tall.
35 Y 5004E—Shipping weight 4 lb..... **3.49**

FROM FRONT COVER: FAMOUS "CURLY TOP"

"Mamma" voice, latex arms and legs, blond curls. Best doll value!

16 in. doll 1.99

Nearly half million of these wonder-value dolls sold in last 6 years! Such a thrilling gift for such a tiny price! About 16-in. tall with cuddly new cotton-stuffed body. Life-like, dimpled latex arms, legs. Composition head, go-to-sleep eyes, thick lashes. Sweet, little "Mama" voice to delight her mother. Lovely Blonde mohair curls. Blue organdy frock, lace trim-matching bonnet. Pink plastic panties, White lawn slip. White socks, Blue simulated leather shoes. Aldens low priced Yule special—you'll want one for all the little girls on your Christmas list!
352 Y 5000—Shipping weight 1 pound 8 ounces **1.99**

Christmas shop at Aldens to save money! Order on credit—see page 293

1
12-in.
1.19
2
15-in.
1.79
3
18-in.
2.79
4
21-in.
3.49
ALDENS-5

PETER PUPPET PLAYHOUSE

"Peter Puppet"

Real marionettes a child can operate
Easy 1-hand control! Non-tangle strings!

Marionettes give double Christmas fun! They're exciting little people that Jr. show producers find easy to manipulate—audiences love! They dance, act and do acrobatics. Scientifically designed so small children can work them. Strings do not tangle. Work 2 at a time—1 in each hand. Plaster head, feet, hands, wooden chest. Color-fast costumes.

CURLY THE COWBOY—14-in.tall.Movable mouth.
352 Y 5175—With pistol, holster. Wt. 14 oz.. **1.98**

MARIO THE CLOWN—12-in. tall jester.
352 Y 5177—Ship. wt. 14 oz..... **1.59**

PATTY THE SKATER—13-in. tall. Girl champ!
352 Y 5176—Removable skates. Wt. 14 oz... **1.79**

SPACEMAN (not shown). 14½-in. tall.
352 Y 5179—Gay-color spacesuit. Wt. 14 oz. **1.85**

INDIAN BOY (not shown). 14-in. tall.
352 Y 5180—Movable mouth. Ship. wt. 14 oz..**1.98**

MARIONETTE STAGE! 2-color. 22-in. high.
35 Y 5178E—28-in. wide. Ship. wt. 3 lb..... **89c**

NEW HAND PUPPETS! The Howdy Doody crowd and Bonny Braids! 89c up

Now! TV thrills in your own home with Howdy Doody and all his pals! Just slip the finger-fitting mitt over hands (fits child's as well as adult's hands), flex fingers and watch the hilarious action. All have flexible, washable vinyl plastic heads. All wear appropriate, gay, color-fast fabric costumes. Your child will want several different characters to "stage" his own television shows.

1. HOWDY DOODY about 8½-in. high.
352 Y 5181—Red hair. Ship. wt. 3 oz. . **89c**

2. CLARABELLE THE CLOWN about8½-in. high.
352 Y 5182—Red hair. Ship. wt. 3 oz.....**89c**

3. PRINCESS SUMMER FALL WINTER SPRING.
352 Y 5183—About 9-in. high. Wt. 3 oz.....**89c**

FLUB-A-DUB (not shown). About 9-in. high.
352 Y 5184—Shipping weight 3 oz.....**89c**

MR. BLUSTER (not shown). About 8½-in. high.
352 Y 5185—Shipping weight 3 oz.....**89c**

DILLY-DALLY (not shown). About 9-in. high
352 Y 5186—Vinyl glasses. Ship. wt. 3 oz....**89c**

SIX HOWDY DOODY PUPPETS above. Six puppets plus hand puppet-stage.
352 Y 5190—Wt. 1 lb. 14 oz.. **4.98**

4. BONNY BRAIDS. 8½x11¾-in. She wears a soft pink blanket.
352 Y 5187—Ship. wt. 7 oz....**1.49**

PUPPET THEATER STAGE. Fibre-board. Trimmed with carnival decorations. 18½x6¼x19¼-in.
352 Y 5189—Wt. 1 lb. 2 oz... **89c**

IT'S AMERICA'S LARGEST SELLING OUTBOARD MOTOR

Johnson Sea-Horse 5

Ask Commercial Users— They Know!

This brilliant outboard motor does so much so well, it outsells *any* model of *any* make. It is by far the leader in the popular size range (from 4.0 to 7.5 hp. inclusive). Yachtsmen favor it. Fishermen love it. Commercial users, who run their motors more in a single day than many sportsmen do in a full season, choose it for economical, DEPENDable water transportation in rugged going everywhere. Ask your Johnson Dealer. Look for his name under "Outboard Motors" in your classified phone book.

For 1952—4 Great Alternate Firing Twins

SEA-HORSE 3 3 hp. *New.* Less than 30 lbs.! Johnson Angle-matic Drive **$145.00***

SEA-HORSE 5 5 hp. Known round the world for its dependability **$187.50***

SEA-HORSE 10 — 10 hp. Gear Shift Mile Master Fuel Tank Brilliant! **$295.00***

SEA-HORSE 25 — 25 hp. Less than 1 lb. per hp.! Gear Shift Mile Master Fuel Tank Synchro Twist-Grip Speed Control. Sensational performance and value! **$390.00***

OBC certified brake hp. at 4000 rpm. *All prices f.o.b. factory, subject to change

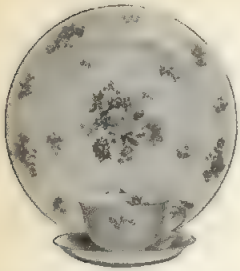
Free! New Handy Chart describes all motors in detail. Write.

JOHNSON MOTORS
2000 Pershing Rd., Waukegan, Illinois
Johnson Motors of Canada, Peterborough

5 HP . . . ALTERNATE FIRING TWIN . . . FAMOUS FOR DEPENDABILITY . . . NEUTRAL CLUTCH . . . FULL PIVOT REVERSE . . . NO SHEAR PIN WORRY SYNCHRO-CONTROL . . . AND MORE . . . ONLY $187.50*

IMPORTED NORITAKE CHINA DINNERWARE

Roselyn



White body with gold line on rim. Multi-colored floral designs of Dresden type.

OPEN STOCK

Item	Actual Size ins.	Each
Tea Cup and Saucer		$1.45
Tea Cups		1.00
Tea Saucers		.45
Bread and Butter Plates	6⅝	.55
Salad Plates	8¾	.90
Dinner Plates	10	1.40
Soups	8⅛	1.00
Fruits	5⅝	.55
Platters	12	3.20
Platters	14	4.50
Platters	16	5.95
Bakers	10¾	3.20
Sauce Boat		3.45
Casserole		7.65
Sugar		2.95
Creamer		1.65
Salad Bowl	10½	3.70

SETS

Place Setting	$ 4.30
20 Piece Set	15.80

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—B. & B. Plate
1—Cup
1—Saucer

Naomi

White body with shoulder. Conventional light blue border with pastel colored sprays.

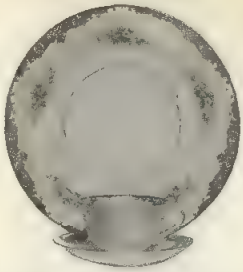
OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.85
Tea Cups		1.25
Tea Saucers		.60
Bread and Butter Plate	6⅝	.65
Salad Plate	8¾	1.05
Dinner Plate	10	1.75
Soup	8⅛	1.35
Fruit	5⅝	.65
Platter	12	4.10
Platter	14	5.45
Platter	16	7.35
Baker	10¾	3.80
Sauce Boat		4.20
Casserole		9.35
Sugar		3.70
Creamer		2.00
Salad Bowl	10½	4.55

SETS

Place Setting	$ 5.30
20 Piece Set	19.60

Carmela



White body with ivory shoulder. Conventional border in brown and blue. Pastel floral sprays on shoulder.

OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.85
Tea Cups		1.25
Tea Saucers		.60
Bread and Butter Plate	6⅝	.65
Salad Plate	8¾	1.05
Dinner Plate	10	1.75
Soup	8⅛	1.35
Fruit	5⅝	.65
Platter	12	4.10
Platter	14	5.45
Platter	16	7.35
Baker	10¾	3.80
Sauce Boat		4.20
Casserole		9.35
Sugar		3.70
Creamer		2.00
Salad Bowl	10½	4.55

SETS

Place Setting	$ 5.30
20 Piece Set	19.60

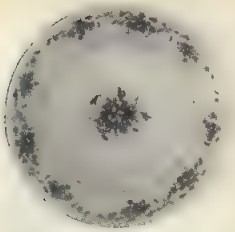
Set Compositions

20 PC. STARTER SET

4—Dinner Plates
4—B. & B. Plates
4—Fruits
4—Cups
4—Saucers

IMPORTED NORITAKE CHINA DINNERWARE

Violette



White background. Lavender and blue violets, green foliage.

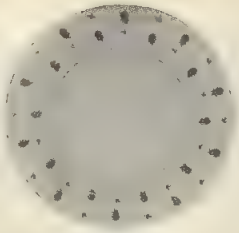
OPEN STOCK

Items	Actual Size ins.	Each
Tea Cups and Saucers		$1.90
Tea Cups		1.25
Tea Saucers		.65
Bread and Butter Plate	6¾	.70
Salad Plate	8¾	1 05
Dinner Plate	10	1.75
Soup	8⅛	1.40
Fruit	5⅝	.65
Platter	12	4.10
Platter	14	5.55
Platter	16	7.50
Baker	10¾	2.85
Sauce Boat		4 25
Casserole		9.50
Sugar		3.75
Creamer		2 00
Salad Bowl	10½	4.65
Tea Pot		6.25
Cream Soup and Stand		3.00

SETS

Place Setting	$ 5.40
20 Piece Set	20.00

Rosalie



White background. Mixed pink rose buds and gold leaves.

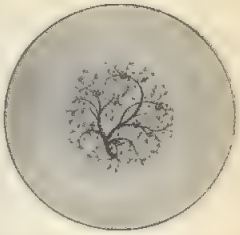
OPEN STOCK

Items	Actual Size ins.	Each
Tea Cups and Saucers		$1.90
Tea Cups		1.25
Tea Saucers		.65
Bread and Butter Plate	6¾	.70
Salad Plate	8¾	1.05
Dinner Plate	10	1.75
Soup	8⅛	1.40
Fruit	5⅝	.65
Platter	12	4.10
Platter	14	5.55
Platter	16	7.50
Baker	10¾	3.85
Sauce Boat		4.25
Casserole		9.50
Sugar		3.75
Creamer		2.00
Salad Bowl	10½	4.65
Tea Pot		6.25
Cream Soup and Stand		3.00

SETS

Place Setting	$ 5.40
20 Piece Set	20.00

Granada



White background. Blue green tree with light blue flowers, green and brown rim line.

OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.95
Tea Cups		1.30
Tea Saucers		.65
Bread and Butter Plate	6¾	.70
Salad Plate	8¾	1.10
Dinner Plate	10	1.80
Soup	8⅛	1.45
Fruit	5⅝	.65
Platter	12	4.25
Platter	14	5.75
Platter	16	7.75
Baker	10¾	4.00
Sauce Boat		4.40
Casserole		9.80
Sugar		3.90
Creamer		2.10
Salad Bowl	10½	4.85
Tea Pot		6.50
Cream Soup and Stand		3.15
Square Plate		1.60

SETS

Place Setting	$ 5.55
20 Piece Set	20.40

Set Compositions

PLACE SETTING

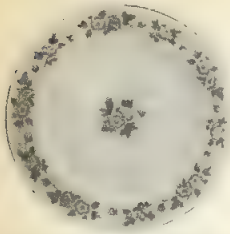
1—Dinner Plate
1—Salad Plate
1—B. & B. Plate
1—Cup
1—Saucer

20 PC. STARTER SET

4—Dinner Plates
4—B. & B. Plates
4—Fruits
4—Cups
4—Saucers

IMPORTED NORITAKE DINNERWARE

Laurette



White peonies with dark green leaves on border Same flower in center. Inside gold hairline. All against white background. Gold trim.

OPEN STOCK

Item	Actual size, ins.	Each
Tea Cup		$1 25
Tea Saucer		.65
Bread and Butter Plate	6⅝	.70
Salad Plate	8⅜	1 05
Dinner Plate	10	1 75
Soup	8⅜	1.40
Fruit	5⅝	65
Small Platter	12	4.10
Medium Platter	14	5.55
Large Platter	16	7.50
Baker	10¾	3.85
Sauce Boat		4.25
Casserole		9 50
Sugar		3.75
Creamer		2 00
Salad Bowl	10½	4 65
Cream Soup and Stand		3.00
Square Plate		1.55
Tea Pot		6.25

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—Bread and Butter Plate
1—Cup
1—Saucer

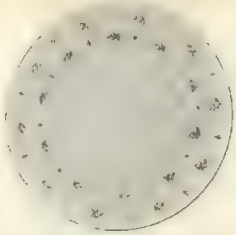
20 PIECE SET

4—Dinner Plates
4—Bread and Butter Plates
4—Fruits
4—Cups
4—Saucers

SETS

No.	Pieces	Set
5047	5	$ 5.40
	20	20.00

Remembrance



Delicate sprigs of blue forget-me-nots with blending green leaves interspaced with small bright gold crests White background, center gold hairline. Gold edge trim.

OPEN STOCK

Item	Actual size, ins.	Each
Tea Cup		$1.05
Tea Saucer		.50
Bread and Butter Plate	6⅝	.60
Salad Plate	8⅜	.95
Dinner Plate	10	1.45
Soup	8⅜	1.20
Fruit	5⅝	.55
Small Platter	12	3 40
Medium Platter	14	4.75
Large Platter	16	6.30
Baker	10¾	3.40
Sauce Boat		3.65
Casserole		8.15
Sugar		3.20
Creamer		1.75
Salad Bowl	10½	3.95
Cream Soup and Stand		2.55
Square plate		1.30
Tea Pot		5.35

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—Bread and Butter Plate
1—Cup
1—Saucer

20 PIECE SET

4—Dinner Plates
4—Bread and Butter Plates
4—Fruits
4—Saucers

SETS

No.	Pieces	Set
5146	5	$ 4.55
	20	16 60

Ironstone Blue Willow

White background. Blue willow design with gold trim and gold edge. Hard durable body.

OPEN STOCK

Item	Actual size, ins.	Each
Tea Cup and Saucer		$1 00
Bread and Butter Plate	6¼	.80
Salad Plate	7¼	1.00
Dinner Plate	10	1.75
Soup, Coupe	7½	1.20
Fruit	5½	.65
Small Platter	12	4.00
Medium Platter	14	5.10
Large Platter	16	7.00
Baker	10½	4.25
Sauce Boat, Fast Stand		5.00
Casserole		8.40
Sugar		3.00
Creamer		1.60
After Dinner Cup and Saucer		.80
Salad Bowl		4.50
Tea Pot (6 cup)		5.25

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—Bread and Butter Plate
1—Cup
1—Saucer

20 PIECE SET

4—Dinner Plates
4—Bread and Butter Plates
4—Fruits
4—Cups
4—Saucers

SETS

No.	Pieces	Set
Ironstone	5	$ 4.55
	20	16.80

IMPORTED NORITAKE CHINA DINNERWARE

Tamara

White background, flowers of brick-red and black, foliage dust brown. Border soft brown band and line.

OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.75
Tea Cups		1.20
Tea Saucers		.55
Bread and Butter Plate	6¾	.65
Salad Plate	8¾	1.00
Dinner Plate	10	1.65
Soup	8⅛	1.30
Fruit	5⅝	.65
Platter	12	3.75
Platter	14	5.25
Platter	16	6.95
Baker	10¾	3.60
Sauce Boat		4.00
Casserole		8.90
Sugar		3.50
Creamer		1.90
Salad Bowl	10½	4.35

SETS

Place Setting	$ 5.05
20 Piece Set	18.80

Laraine

White background. Grape-red and pink poppy, foliage gray and green. Border with green band and two grape red lines.

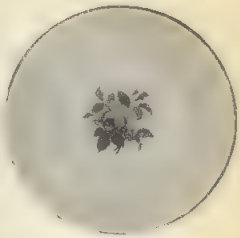
OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.75
Tea Cups		1.20
Tea Saucers		.55
Bread and Butter Plate	6¾	.65
Salad Plate	8¾	1.00
Dinner Plate	10	1.65
Soup	8⅛	1.30
Fruit	5⅝	.65
Platter	12	3.75
Platter	14	5.25
Platter	16	6.95
Baker	10¾	3.60
Sauce Boat		4.00
Casserole		8.90
Sugar		3.50
Creamer		1.90
Salad Bowl	10½	4.35

SETS

Place Setting	$ 5.05
20 Piece Set	18.80

Sharon



White background. Rose bud with green leaves.

OPEN STOCK

Item	Actual Size ins.	Each
Tea Cups and Saucers		$1.65
Tea Cups		1.10
Tea Saucers		.55
Bread and Butter Plate	6¾	.60
Salad Plate	8¾	.95
Dinner Plate	10	1.55
Soup	8⅛	1.25
Fruit	5⅝	.55
Platter	12	3.50
Platter	14	4.95
Platter	16	6.60
Baker	10¾	3.50
Sauce Boat		3.75
Casserole		3.50
Sugar		3.30
Creamer		1.75
Salad Bowl	10½	4.10

SETS

Place Setting	$ 4.75
20 Piece Set	17.40

Set Compositions

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—B. & B. Plate
1—Cup
1—Saucer

20 PC. STARTER SET

4—Dinner Plates
4—B. & B. Plates
4—Fruits
4—Cups
4—Saucers

IMPORTED NORITAKE DINNERWARE

Margarita

Two soft orchids set off by dainty blue forget-me-nots and green leaves against white background. Light gray border with gold trim.

OPEN STOCK

Item	Actual size, ins.	Each
Tea Cup		$1.40
Tea Saucer		.65
Bread and Butter Plate	6¾	.75
Salad Plate	8¾	1.15
Dinner Plate	10	1.85
Soup	8½	1.50
Fruit	5⅝	.70
Small Platter	12	4.45
Medium Platter	14	6.00
Large Platter	16	8.10
Baker	10¾	4.15
Sauce Boat		4.60
Casserole		10.20
Sugar		4.10
Creamer		2.20
Salad Bowl	10½	5.10

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—Bread and Butter Plate
1—Cup
1—Saucer

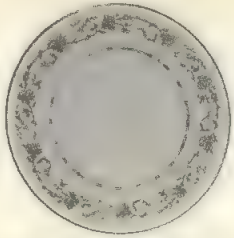
20 PIECE SET

4—Dinner Plates
4—Bread and Butter Plates
4—Fruits
4—Cups
4—Saucers

SETS

No.	Pieces	Set
5049	5	$ 5.80
	20	21.40

Norwich



Garland of various size flowers in pale lavender, light blue, yellow and orange, entwined in soft green leaves against cream shoulder. White center with gold edge trim.

OPEN STOCK

Item	Actual size, ins.	Each
Tea Cup		$1.40
Tea Saucer		.70
Bread and Butter Plate	6¾	.75
Salad Plate	8¾	1.15
Dinner Plate	10	1.95
Soup	8½	1.50
Fruit	5⅝	.70
Small Platter	12	4.45
Medium Platter	14	6.10
Large Platter	16	8.20
Baker	10¾	4.15
Sauce Boat		4.60
Casserole		10.30
Sugar		4.10
Creamer		2.20
Salad Bowl	10½	5.10
Tea Pot		6.85

PLACE SETTING

1—Dinner Plate
1—Salad Plate
1—Bread and Butter Plate
1—Cup
1—Saucer

20 PIECE SET

4—Dinner Plates
4—Bread and Butter Plates
4—Fruits
4—Cups
4—Saucers

SETS

No.	Pieces	Set
5042	5	$ 5.95
	20	22.00

℞ FOR ADVENTURE

—— BAJA CALIFORNIA

By CAROLYN J. WEST

Ken Hitchcock

Monsoon, the 105-foot diesel powered converted air-sea rescue craft, makes an ideal cruising yacht

PART ONE

"YOU'RE sure lucky!" the news cameraman said wistfully as we tossed off our last bow line "Five weeks vacation, no work or worries . . ." His voice was drowned by our three diesels' throaty response to "Slow Astern" as we backed away from the dock into a black, starless night.

We "lucky" people are two families commencing a long-planned winter's cruise. Jack West, my husband, is skipper, chief navigator and over-all captain. I'm engineer and first mate; our children, Jacquelyn, 13, and Gordon, 9, are our two helpers. With us were our good friends Dr. and Mrs. Stanley Vine and their three children: Ann, 15, Jack, 12, and Jill, 11. We all took turns in the galley and the adults stood watches of six hours on and six off, with the older children helping in daylight hours. Last but certainly not least, our cat, Tiger, was with us as ship's mascot.

As we left Wilmington the night of December 7, we pondered the cameraman's words: "Lucky." Some of our friends might have shuddered and used another adjective to describe our plot of fun and adventure for a five week trip into remote harbors of Baja California with no hired hands aboard and only four adults to be responsible for our 105-foot ship, Monsoon. But that's the way we wanted it and none of us would have traded places with passengers in the finest suite aboard the luxurious Queen Mary!

"Engines started—2100." I wrote in the engineroom log. Later the telegraphs rang for "Half Ahead" and at 2135, as we cleared the Los Angeles breakwater, "Full Ahead." I synchronized throttles, changed from diesel auxiliary to tail-shaft generator and went up on deck to watch the harbor lights fade behind our wake.

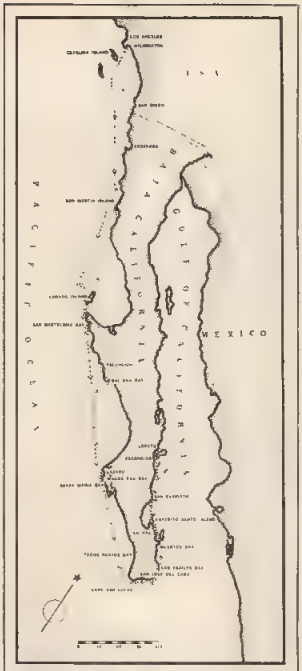
The kids and alternate watch were turning into their bunks and Stan and I, who were on watch till 2:00 A. M., lashed down the last movable objects in the pilothouse, preparing for rough seas indicated by small-craft warnings then posted. A Santa Ana was blowing and by 2200 had rolled the Pacific into huge white-combed seas. Abeam the east end of Catalina Island we changed course to lessen our roll, only to change ten degrees more an hour later, tacking out to sea. This was to be our longest non-stop run forty hours plus to Turtle Bay.

Jack and I have owned Monsoon for four years and besides a previous trip into the Gulf of Lower California, we have taken Monsoon up the coast to Seattle, into British Columbia waters and back, made many cruises to San Francisco, Ensenada, San Diego and the Santa Barbara Islands. So we know she can take most any weather.

The ship was built by Stephens Brothers in 1944 for high speed air-sea rescue work in World War II. We commissioned her in Seattle and replaced the three Hall Scotts with three 225 h.p. G.M. diesels turning 34 x 34-inch wheels through 3-1 reduction gears. Besides our 10 kw tail shaft generator we have two other electric plants, a 12 kw diesel and a 15 kw gas rig. We carry 4000 gallons of fuel in main bunkers and for this trip loaded on deck extra drums holding 2000 gallons, plus extra gasoline and lube-oil.

Radio equipment consists of a Collins two-way set, a Scott 3-band broadcast receiver and both a Bludworth and a Bendix radio compass. One of our most valuable aids to navigation is a Bendix Depth Recorder which is almost a "must" in Mexican waters where charts are inaccurate. The unit is their newest development, installed just a week before we started the trip. While its range is only fifty fathoms it was practically indispensable for both navigation and feeling our way into uncharted coves, saving us hours of time and the work of "heaving the lead."

To be completely self-sufficient we carried food stores for five weeks, estimating we would catch about ten dinners of fish and game on the trip. It was a great satisfaction to us on our return to find our long-range planning had been perfect. Our two electric refrigerators took care of our first two or three weeks' perishables and a newly installed ice-box with 150 pounds of dry ice handled frozen commodities which we transferred to the galley refrigerator after the supply of dry ice had been exhausted.



Above: Chart of the lower California peninsula showing the approximate route of Monsoon. Left: Carolyn West, chief engineer of the yacht, practising skipper duties in one of the small boats

Surprisingly enough our home-made deep-freeze dipped to minus 45° F. after five days at sea and didn't get up to 32° above zero until the 16th day!

We carry two small boats on our stern. A 14-foot New England type dory with an outboard and a 12-foot Wisconsin-powered inboard. The children can run either of the dinghies and this surely helped, as at every stop there was always the job of going ashore for new sand for Tiger's box and the adults were usually mighty busy doing something else about that time for the job!

But to resume our voyage southward: That first night out was wild and wicked! The cat was seasick on one of the best blankets and things not too well stowed in the wardroom went flying to the floor. All night it blew, shifting to strong off-shore gusts of 35 to 40 mph near San Diego.

The scenery changes gradually below the border Verdure of the hilly shoreline thins to tans and barren browns with only a smear of purple denoting higher mountains inland. Sunday at 1550 we dropped anchor in Turtle Bay and were all glad to hike ashore after a 43-hour run. Turtle (the chart shows it as San Bartolomé) Bay is a small fishing village dependent on exporting abalone and lobster. All fresh water here must be distilled from the ocean. We were told by the cannery foreman that they distill 350 gallons per hour. We traded bread and cigarettes for a dozen fine lobsters, finding here, as elsewhere along this coast, money is of less importance to the natives than American foodstuffs.

To arrive at certain points in daylight, it was often necessary to up-anchor at unearthly hours. So it was that we set our alarm for 0245 on the following day—destination Magdalena Bay, a run of about 15 hours.

After dawn, the sky became overcast and we had rain but reasonably calm seas throughout the 11th. The children brought out their schoolwork and arranged a contest to see who would have his lessons finished first on the trip. Wind and currents picked up considerably after dark and by midnight, though we should have, we had not yet picked up Cape San Lazaro light. We figured we had had a definite set to seaward. Changed course from 130° to 97° to run obliquely inshore and at 0100 of the 12th, picked up the light. Tired from the long run we anchored in Santa Maria Bay and waited for daylight to proceed into Magdalena. It was nearly 0400 when we finally had our anchor secure and we piled into our bunks, glad to be safely around Lazaro, which is one of the most dangerous points on the entire Pacific coast. Evidence of this is seen in several rusty wrecks of freighters piled high on the rocks near this point.

Shortly after lunch on the 12th, we left Santa Maria Bay and proceeded the short distance into Magdalena put down the small boats and took a short trip ashore where the kids found considerable whale vertebrae from a group

of whales that "ran aground" a few years ago and couldn't get off the beach. Rain continued intermittently the rest of the day and night making us anxious to move on southward, so at 0510 on the 13th we weighed anchor, plotting a course for Cape San Lucas.

Land was within sight most of the day on our course of 119°, although we were from 15 to 35 miles off shore. Toward sunset the sky grew blacker and by dark thunder roared and lightning flashed around us. The rains came in earnest then—never before had we been in such a torrential downpour! Our log continues: 1935, off Cape San Lucas. Finally we were rounding the southernmost tip of Baja California. The rugged Friars, 300-foot high rocks marking the Cape, loomed dimly in the darkness. But we missed the one small light at the cannery of San Lucas harbor, so rather than turn back we anchored in the relatively unprotected Bay of San Jose del Cabo and next morning moved back to San Lucas to clear customs.

"Clear weather follows a cold front," we learned long ago and this held true on the 14th. Dawn was all blue and gold and everyone so anxious to take pictures from deck we scarcely had a helmsman left! At the Cape the water was ideal for swimming, and ashore the landscape was beautiful with its myriad of wild flowers abloom: yellow and orange cactus blossoms and everywhere the flaming reds and purples of San Miguel festooning itself over cactus and chaparral. The harbor itself is deep—90 fathoms just a few hundred feet off shore. We anchored as close to shore as we dared but even then had out all our 300 feet of chain. There is a sizeable fish cannery on the beach and inland a mile is the village. From the high sand dunes nearby, one can gaze out across the Pacific and merely turn to see the blue Gulf waters. Great gnarled tree trunks have grown into the sandstone bluffs and it presents a sight of strange wild beauty! Few yachtsmen ever see it.

There was much to explore but we were even more anxious to see San Jose del Cabo, one of the oldest settlements on the peninsula. As there is no harbor there, we had a native drive us the 18 miles up the coast. We had been warned the road was poor, but *how* poor we had never imagined! It must have presented quite a sight with nine of us crammed in the ancient car, rattling and banging up hill and down. It took two hours to go 18 miles, but scenery-wise it was most worthwhile. Tropical foliage abounded and on the upgrades we could see the blue-green Gulf sparkling in the morning sun.

San Jose del Cabo is rich in its fertility. Sugar cane, corn, bananas, papayas and cocoanut palms grow rankly from the lush black soil as if Nature had tried to make up in verdure for the isolation she had imposed. There is no access from the shore, only the torturous road through wild country. Thus the natives were shy—none spoke our language. But we did find a guide among the children and ten-year-old Carlos proudly showed us his town: the toy shop (with such pitiful wares), the Cantina for beer and soft drinks; and on the sidewalk a sewing class for girls was held by a buxom smiling teacher.

Always time moved too fast for us: "*Carlos, Carlos! El taxi por nuestros! Andale, ándale!*" And Carlos scampered off to find our driver. The ride back to the Cape was again one of bouncing in beauty, as sunset flung a flaming crimson shawl across the ocean.

At noon the following day we left Cape San Lucas, heading for Los Frailes Bay. "A rest-stop," we called it, to ready ourselves for the longer haul up the Gulf. That night, disobeying captain's orders of "no running on deck," I slipped, stubbed and broke a toe. Donna Vine then took over on my engine room duties. After only a few dual checkouts she did a masterful job. I was certainly thankful for this, as at first it was difficult for me to walk, let alone

The outer portion of Hidden Harbor, with the Grand Canyon type mountain in the background. The bottleneck entrance to the inner harbor is in the center

The Friars at the tip end of Baja California, near Cape San Lucas

climb the iron rungs to the engine room. Later, we took turns "black-ganging" which allowed one of us to be on deck during a landing or departure.

Much excitement next morning! The cat swallowed a baited fishhook he'd found on deck. All we could see was the leader dangling from his mouth—the hook itself completely out of sight! Stan, being a dentist, had his work cut out for him. Jack grabbed the diesel starting fluid (a mixture of ether and oil) and acted as anesthetist while Stan probed deeply in the cat's throat with long-nosed pliers. It took a while to put the cat "out" with our improvised anesthetic and not before he'd bitten deeply into the doctor's thumb. Finally, just as the men were about to give up, Stan was able to get the hook out—a skillful maneuver certainly, as it came out clean. Poor Tiger slunk into a dark corner for a 24-hour period and wheezed, but after that recovered perfectly.

Weather continued fine and at 1630 on December 16, we entered a landlocked harbor on Esperito Santo Island This spot is wild and uninhabited and we found it excellent for fishing. We brought in a fine catch of bass, perch, cabrillo and skipjack and enjoyed the warmth of the water and the white pulverized coral beaches. "Almost everything we want here," said Stan, "except clams. There should be clams here somewhere." But if so, they hid when they saw us coming.

After lunch on the 17th, we left Esperito Santo and continued up the Gulf to San Evaristo Point. The only evidence of commerce here appeared to be a salt mine, with a large load on the beach awaiting shipment. The several dugout canoes on the beach were rigged for sail and paddle. We were told the huge logs for these canoes came from Manzanilla, many miles away on the Mexican mainland.

We all laughed at Stan next morning when he brought in the lobster trap. He was returning in the small boat, standing on the stern seat gingerly steering from between his legs. When he reached Monsoon's stern we saw to our horror a six-foot Moray eel writhing about in the bottom of the dory. It had been temporarily caught in the lobster pot and got out and started charging Stan with its horrible jaws wide open! Never have I seen a man leap up a ladder so fast before! Nor did it take long to grab a spear and assist the eel back into the briny!

At 0710 on the 18th we cruised up the Gulf through some of the most beautiful scenery of the entire trip. The mountains are high and extremely rugged in this area and, as we progressed north, they took on all the colors of the Grand Canyon country, with vivid reds and yellows predominating. At 1400 we anchored at Hidden Harbor (Escondito). And hidden it is! We entered a fairly well landlocked harbor only to see, beyond, another smaller harbor with only a narrow channel connecting.

At high tide Monsoon could have gone into the second anchorage with a narrow margin to spare, but we decided to stay outside where we could leave when we wished. We did take the small boats inside and marveled at the stillness, the isolation and strangeness of this little cove. All sorts of marine life abound in the tepid waters: sea cucumbers, blow-fish, brilliant Zebra fish and some vivid blue fish . . . all darted about our boats. The children even found a young duck they were able to pick up and pet and he pecked in curiosity at their rings.

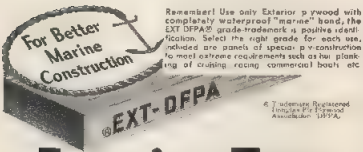
As we started back to Monsoon at sunset, a solitary figure came barefoot across the beach toward us. We exchanged *"buenas tardes"* with him and he brought forth a carefully wrapped group of snapshots of American yachts. It was evident this old Indian was making a collection of ships coming into his home port so we invited him aboard and gave him a picture of Monsoon to add to his collection. With the help of our Spanish dictionary we conversed with Romaro, our Indian friend, (*Continued on page* 68)

A Beauty With Brawn!

—because she's built with Exterior Plywood

A BEAUTY because big panels cover large hull and deck areas with a minimum of joints. A brawny performer because 100% waterproof-bond Exterior plywood is strong and rigid splitproof and puncture-proof against all ordinary boating hazards. Easy-to-work plywood saves building time, requires no special tools. Adaptability to glued-up construction eliminates caulking, banishes open-seam worries. See your local retail lumber dealer!

FOR YOU: A catalog of available plywood boat plans and boat kits—more than 250 in all. Tells where each may be secured, how much each costs. Write (USA only) Douglas Fir Plywood Association, Tacoma 2, Wash.



Exterior-Type Douglas Fir Plywood

event. . . . Watertown, N. Y. has a new publication "The Thousand Islander." . . . Down in Florida the Jacksonville Squadron had as guests Lieut. Commander H. F. Pennington of New Haven who showed some fine movies of their 1,400 mile cruise through the New York Barge Canals and the Great Lakes. . . . P. J. Schwietering is the new Commander of Milwaukee. . . . More than 300 members and guests attended the Founders' Day Party. Highlight of the evening was the unveiling of the portrait of Roger Upton, founder of the USPS. Henry Upton has written an excellent biography of *the* Roger Upton which was published in the current issue of *The Ensign*. . . .

Admiral Julian D. Wilson USN (Ret.) was elected an Honorary Member of Cape Cod. . . . Down in Texas, Houston is making plans for their annual cruise in the vicinity of Corpus Christi. This Squadron hopes to start another unit both there and in Galveston. . . . Mobile, Ala. mustered 33 boats for the annual Mardi-Gras parade. The Squadron flagship had the distinction of taking a salute from the USS John Hood, since the skipper was on the bridge of the flagship. . . . Gene Hooper reports a record reservation for the Eastward Ho! Cruise of the New Orleans Squadron this year to Gulfport. . . . Chief Commander Herbert Prior visited District 13 and 16 on the West Coast for their Spring Conferences. We hope to have more details on this trip of the Chief for next month.

Organizing West Indies Cruise

Staff Commander Bob Knapp, chairman of the USPS Cruise and Rendezvous Committee, who organized that wonderful Bermuda cruise which followed the Annual Meeting last January, has just announced another cruise. On the 20th of January 1953, the Queen of Bermuda of the Furness Bermuda Line will depart at 5:00 P. M. for Port Au Prince, Cartagena, Kingston, and Nassau. The entire cruise will take 13 days, the ship returning to New York on February 2. The minimum rate is $325 per person. Those who wish to make reservations should immediately mail $50.00 per person to the Allen Travel Service, Inc., 2037 East 14th St., Cleveland 15, Ohio. If you are in doubt about this cruise, ask those of your Squadron who were aboard the Ocean Monarch last January. You will hear an enthusiastic sales talk on the best way to enjoy a winter vacation. FRED FRANKLIN N

☆ ☆ ☆

Rx FOR ADVENTURE

(*Continued from page* 25)

and he told us his business was selling salt-shark in Loreto. In a rash moment of heartiness we offered to take him, his canoe and fish all aboard with us when we went on to Loreto.

The following day we met a group of local fishermen who invited us to their haciendas. They were neat thatched houses set well back in the thick tropical foliage which bordered the beach. Ann and her father went dove hunting there and bagged a fine catch for dinner that night. We also initiated the natives into the art of rod fishing—quite a lark for them!

At 0855 on the 20th we weighed anchor bound for Loreto, well loaded with Romaro, his dugout and 300 pounds of salt shark. (We had no idea it was going to be so heavy to pull up on the davits!) But Romaro was more than grateful for the lift, telling us it would have taken him two days to paddle the few miles against prevailing northwest winds. He surprised us then with a sackful of unusual seashells for the children and for Donna and myself, each a lovely black pearl.

"Por comprar?" I gasped ungrammatically. "No, no," Romaro answered smiling, *"un regalejo"*—a gift.

And so it was in these remote harbors of Baja California, we found real people, sincere friends. These are not the natives of the tourist spas. They are, each and all, very poor by our standards but so rich in understanding and in generosity.

(*To be continued*)

1.00 up for plastic miniatures with moving eyes

1-2. NUN DOLLS—Taffeta habit Head, arms, eyes move. 7½-in. tall.
1. 352Y5078—Black. Wt. 14 oz 1.00 2. 352Y5079—White. Wt. 14 oz 1.00
352 Y 5074—Set of Black and White habit nuns. Wt. 1 lb. 10 oz. . Set 1.89
3. MARY HARTLINE DOLL. Arms, eyes move.
352 Y 5072—Blonde wig. 7 in tall Shipping weight 14 oz. . . 1.87
4-5. SPACE BOY 'N' GIRL. Plastic helmet, suit Air tubes, 2 oxygen tanks, gloves, boots. Head, arms, eyes move. 7½-in. Girl has mohair wig.
4. 352Y5067—Girl Wt. 14 oz. 1.74 5. 352Y5066—Boy. Wt. 14 oz. 1.74
352 Y 5080—Boy and girl set. Shipping weight 1 lb. 10 oz. . . Set 2.98
6-7. COWBOY, COWGIRL. Plastic. Blue and White plaid shirts, Red boleros, White hats. Yellow holsters, White pistols Cowboy Joe wears White chaps. Cowgirl has Red skirt, White boots, mohair wig. 7½-in.
6. 352Y5076—C'girl Wt. 14 oz 1.74 7. 352Y5075—C'boy. Wt 14 oz. 1.74
352 Y 5077—Cowboy and Cowgirl Set. Ship. wt 1 lb. 10 oz. Set 2.98
8. BRIDESMAID. In Pink-Blue taffeta Head, arms, eyes move.
352 Y 5069—7½-in. Mohair wig. Blue hair bow. Ship. wt. 14 oz. . . 1.00
9. BRIDE. In White satin Net veil. Head, arms, eyes, move.
352 Y 5068—7½-in. White corsage. Mohair wig. Ship. wt. 14 oz. 1.00
10. DELUXE bride. White satin print gown. Eyes, head, arms move.
352 Y 5070—Headdress, veil, corsage 7½-in. Ship. wt. 14 oz. . . 1.74
11. GROOM. Black cut-away, striped pants. Eyes, head, arms move
352 Y 5073—Golden watch chain Gray felt hat. Ship. wt 14 oz. . 1.74
352 Y 5081—Bride-Groom Set. Shipping weight 1 lb. 10 oz. . Set 2.59
352 Y 5082—Deluxe Bride-Groom Set Shipping wt. 1 lb 10 oz. Set 3.39
12. BRIDESMAID. Full Blue satin skirt, blouse, Pink trim Felt hat
352 Y 5071—7½-in high Head, arms, eyes move Ship wt 14 oz. 1.74

59c up for lovable doll buys at right

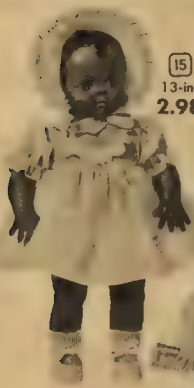
13. COLORED CRY DOLL—Mohair wig Blue nipon dress, bonnet. Underclothes. Glassene eyes, latex arms, legs, plastic head.
35Y5151E—Abt. 25-in. Wt. 5 lb 5.98 35Y5150E—Abt. 20-in Wt 4 lb. 4.98
14. DRINK 'N' WET DOLL—all composition. About 11-in high. Moves arms, legs. Painted hair, eyes. Bottle 16-pc. Layette: 4 diapers, flannel bed jacket, percale romper, bonnet. Shoes, stockings, pins.

Cat. No.	Item	Color	Weight	Price	Cat. No.	Item	Color	Weight	Pr.
352Y5010	Doll	White	14 oz.	94c	352Y5011	Doll, Layette	White	1 lb. 11 oz.	1.97
352Y5012	Doll	Colored	14 oz.	94c	352Y5013	Doll, Layette	Colored	1 lb 11 oz.	1.97

15. COLORED DOLL. Pink dress, bonnet. Underclothes, shoes, socks
352 Y 5153—Abt. 13-in. Rubber body, plastic head Wt. 1 lb 3 oz. 2.98
16. RUBBER DOLL. 352Y5023—Abt. 9-in. Vinyl head. Diaper. Wt. 11 oz. 89c
17. COMPOSITION BABY cotton-stuffed. Legs, arms move. Abt. 9-in
352Y5017 — White. Wt. 8 oz. 59c 352 Y 5018—Colored Wt 8 oz 59c
18. "PATTY PIGTAILS" rubber doll. In panties, shoes, stockings.
352 Y 5014—Abt. 9-in Foam rubber stuffed Plastic head. Wt 14 oz. 1.39
19. BABY BUNTING with simulated snow suit. Whistle voice
352 Y 5015—Abt. 10½-in. White rubber body Shipping wt. 14 oz. 1.39
20. SLEEPING DOLL—rubber. Yellow rubber simulated pajamas.
352 Y 5016—Abt. 10-in. high Whistle voice. Shipping wt. 14 oz. 94c

14
94c ea.
with 16-pc. set
1.97

13
20-in.
4.98



15
13-in.
2.98

17
9-in.
59c ea.

19
10½-in.
1.39

16
9-in.
89c

18
9-in.
1.39

20
10-in.
94c

6
2.89
1
5
2.89
2
4.43
up
3
3.96
4
3.96

Radiant Brides

and lovely bridesmaids—all with moving arms, legs—sleeping eyes

- **At left, opposite page. Bride, trousseau**
- **Blonde Saran wig to wash, comb and curl**

1. Aldens charming bride doll is fun to dress, fun to care for! Her smart 15-pc. trousseau includes outfits for almost every occasion! Young mothers will adore her gleaming Blonde Saran hair—it can be washed, brushed, set! Dressed in gleaming White satin bridal gown with lovely lace trim, satin headpiece, flowing net train—she carries bouquet in hand. Wears satin panties, rayon stockings, White shoes. Mix-match trousseau includes striped picollet dress, bolero, panties and playsuit; Pink rayon twill coat, tam; Red plastic raincoat, hat sprinkled with White polka dots; White rayon satin printed housecoat trimmed in Red; sheer White nightgown decked with gold-color lace. Fully jointed, lifelike plastic body. Moving glassene eyes with long lashes — open, close. Dainty mouth shows small teeth, tongue. About 13-in. tall.
352 Y 5125—Ship. wt. 2 lb. 4 oz.... **7.98**

2. FINEST BRIDE with Blonde Saran hair to wash, comb, curl! She wears White satin gown with center front panel of lovely lace. Long, luxurious train. White silk-like lace trimmed petticoat, panties. Net bridal headdress, veil. Bouquet, stockings, shoes. Fully jointed, life-like plastic body. Moving glassene eyes.
352 Y 5134—Abt. 13-in... **4.43**
35 Y 5135E—Abt. 16-in.....**6.98**
35 Y 5136E—Abt. 18-in.....**9.98**
Wt. resp. 1 lb. 12 oz.; 3 lb.; 4 lb.

3. "BLUE AND PINK" bridesmaid — a lovely compliment to any bride doll! Luxuriously dressed in Blue, Pink satin gown trimmed with pink net ruffles, dainty rosebuds. Sheer, gorgeous Pink net headpiece, lovely bridal lingerie. Carries Pink bouquet. Strong plastic doll with movable joints. Realistic open, shut glassene eyes with long lashes. Glossy Blonde mohair curls. Size about 12½-in. tall.
352 Y 5133 ..... **3.96**
Shipping weight 1 lb. 12 oz.

4. BELOVED BRIDE doll dressed in traditional White satin bridal gown — enriched with exquisite lace. Wears bridal veil, lingerie — carries lovely bouquet. Jointed, lifelike plastic body—her arms and legs move, head turns and tilts. Big, sparkling go-to-sleep glassene eyes fringed with thick lashes. Gleaming Blonde mohair wig is beautifully, smartly styled. Size about 12½-in. tall.
352 Y 5132 ..... **3.96**
Shipping weight 1 lb. 12 oz.

5. "BLUE" BRIDESMAID — a charming addition to any wedding party! Dressed in Blue satin finished gown of dreamy splendor—fluffed with luscious Blue net and fringe, touched with Gold color trim. Net bridal hat with flower. Lingerie includes half slip, panties. Fully jointed, movable plastic body. A bewitching beauty with big go-to-sleep glassene eyes, thick lashes. Blonde mohair wig. Abt. 12-in. tall.
352 Y 5131 ..... **2.89**
Shipping weight 1 lb. 3 oz.

6. PICTURE-PRETTY BRIDE wears White gleaming, satin-finished gown frilled with White net ruffles—sparked with Gold and White fringe. White net train, head piece — each side decked with lovely flowers. Bridal lingerie (half-slip and panties), and bouquet. Fully jointed plastic body takes many lifelike, graceful poses. Moving glassene eyes and thick lashes. Beautiful blonde mohair wig. Size about 12-in. tall.
352 Y 5130 ..... **2.89**
Shipping weight 1 lb. 3 oz.

7. ABOVE BRIDE, TROUSSEAU! Smart bride chooses a 26-pc. trousseau of new clothes that wipe clean and fresh with a damp cloth! Blonde Saran wig is easy to keep clean—washable, combed, curled. White wedding gown with veil, accessories—Blue garter! Trousseau: dress with jacket, lingerie, rain wear, beach outfit, travel bag, doll stand. Jointed plastic body, moving glassene eyes. Abt. 12½-in. tall.
352 Y 5126 .....**7.98**
Shipping weight 2 lb. 4 oz.

See nursery needs, housekeeping toys for little doll mothers on pages 25 thru 33.

1
19 in. Doll
3.49 up

2
17 in.
imbedded hair
4.49 up

SHOWN BELOW—Wardrobe-builders! Lingerie, sport and dress wear

3

4

5

6

7

Age planned Toys

The right toy provides more fun, holds child's interest longer!

INFANTS TO 2 YEARS . . .

oh-and-ah their appreciation of vivid-colored crib toys (p. 38), soothing and soft stuffed animals and dolls to pat and hug (pages 22-24). Playtime-gifts for these youngsters should be washable, too large to swallow, free of sharp edges. Toddlers love pull-toys (pages 39-41).

KINDERGARTEN'S 4 TO 6 . . .

love action more than anything else. Velocipedes, wagons, sleds and wheel toys for boys (pages 54-63). Girls dreams of dolls, doll-clothes, sewing machines (p. 32), tea sets (p. 28). Both love playing grown-up with store, doctor-nurse sets (page 33). See skill-developing puzzle games and simple construction sets (pages 39, 42).

8 TO 10 YEARS . . .

and the hobby-age starts! Boys want carpentry tools, construction and Erector sets (pgs. 82, 83). Action-games like basketball, baseball, football are wanted too! Little girls become career-conscious, want typewriters, sewing sets (pg. 33), doll houses (pg. 53), like to really "cook" with Aldens toy kitchen appliances (page 28).

NURSERY AGE 2 TO 4 . . .

better muscular control makes it the active "let me help" group. Boys become chore-conscious with trucks, wagons (pgs. 58-59, 65). Little girls imitate mother with dolls (p. 1-18), cleaning and housekeeping toys (pgs. 30-31). Advance them musically with booming drums, pianos (p. 47-51).

6 TO 8 YEAR OLDS . . .

express their individuality with painting sets (p. 44), blackboards (p. 45), musical instruments (p. 47). Biggest thrill-givers for boys in this age-group are Aldens electric trains (pg. 76). Girls adore miniature and bride-model dolls (page 14, 16). All love showing speed on roller-skates (p. 300), sleds (p. 59).

10 YEARS AND OVER . . .

brings increased hobby interest in wood-burning or plaster-modeling sets (p. 84), sporting equipment (p. 94). Pre-teeners enjoy ping-pong sets toy cameras, projectors, games (p. 88-93). Lifelong photography fans start with cameras (p. 302). Year-round rink, roller and iceskates for indoor and outdoor exercise.

AT LEFT: Two curly-blond baby-dolls! Newest doll-wardrobe addition!

1. LIFE-SIZE BABY-DOLL BLONDE—19-IN. TALL! She's beautiful, she's amazing at Aldens low price! She has soft, blonde mohair curls, long-lashed glassene go-to-sleep eyes, and a baby-cry voice! Infant-soft rubber arms and legs, cuddly cotton stuffed body, composition head. She wears a Pink organdy dress and bonnet with simulated lace trim. White ribbon bow; slip, rubber panties; shoes and socks.
352 Y 5002—Shipping weight 2 lb. **3.49**
DOLL ABOVE WITH TRUNK-LAYETTE SET: Includes: Fibreboard trunk with hardware, plus an extra Blue dress and matching bonnet.
35 Y 5003E—Shipping weight 4 lb. **4.49**

2. ALDENS OWN IMBEDDED HAIR DOLL with fabulous golden-blonde Saran hair that is actually imbedded into scalp like real hair—can be washed, combed, curled! This enchanting baby has big, lustrous glassene eyes, fringed with lashes, that close for sleep-time. Cries in a baby-voice when she's squeezed. Lovable rubber body, arms and legs—stuffed with rubber particles for softness. Soft Vinyl plastic head. Dressed in Yellow nipon dress, slip, rubber panties, shoes and socks. Doll 17-in. tall.
352 Y 5191—Shipping weight 2 lb. 6 oz. **4.49**
Doll about 24-in. tall.
35 Y 5192E—Shipping weight 5 lb. **9.95**

DOLL CLOTHING for dolls from 7 to 28-in.—see pg. 7 for undressed dolls

3. SLIP AND PANTIES in Pink rayon jersey. Complete with hanger. State for 14-17-in. doll. Fits Nos. 5114, 5115 on page 7. State 18-21-in. doll.
352 Y 5083—Hanger incl. Wt. 4 oz. **1.24**
352 Y 5065—Shipping weight 4 oz. Set **1.12**

4. BOYS' SPORT OUTFIT—3-pc. set! Includes: twill tam and short pants, cotton "T" shirt. Yellow and blue combination. Fits 25-28-in. tall dolls and No. 5100E and 5101E on page 7.
352 Y 5084—Shipping weight 5 oz. Set **1.09**

5. 8-PC. ORGANDY LAYETTE! Pastel dress, bonnet; slip, panties, shoes and socks for all Aldens baby dolls, pages 1 thru 18.
352 Y 5061—For 7-9-in. dolls. Wt. 5 oz. **84c**
352 Y 5062—For 11-13-in. dolls. Wt. 5 oz. **95c**
352 Y 5063—For 14-17-in. dolls. Wt. 5 oz. **1.12**
352 Y 5064—For 18-21-in. dolls. Wt. 5 oz. **1.24**

6. FAMOUS "DAN RIVER" bride ensemble! Wrinkle-shed finished cotton. Glamorous plaid jumper dress; Gold-color trimmed White formal; also flannel pajamas. State for 14-15-in.; 16-17-in.; 18-19-in.; 20-21-in. doll. For dolls, p. 16.
352 Y 5173—Hangers incl. Wt. 8 oz. Set **2.79**

7. CHRISTENING OUTFIT! White organdy dress and bonnet plus cotton slip. Hanger included. Ideal for dolls No. 5049, 5050 on p. 8; 5140, 5141, 5142 on p. 10; 5146, 5147, 5148 on p. 13.
352 Y 5092—For 9-11-in. dolls. Wt. 5 oz **1.59**
352 Y 5093—For 13-15-in. dolls Wt. 5 oz. .. **1.59**
352 Y 5094—For 18-22-in. dolls. Wt. 5 oz. **1.79**

Aldens toys fill children's hours with most fun—cost far less too.

strain incidental to hand stringing and likewise permit turning out more uniform work in a given period.

The desired tension is set by a gauge on the machine. Most operators use the same tension on every string, but some put from three to five pounds more tension on the main center strings. In all but two machines now on the market, awls are used to prevent the gut from slipping. It is possible, however, to equip these two types of machines with special heads and metal clamps that hold the string at tension without requiring an awl. Throughout the world there are perhaps a half-dozen types of these machines in operation, all basically designed to produce uniform tension.

The reason why full pressure can be applied to the strand as it is pulled through the racket frame in a stringing machine is that the frame is held rigidly in a special metal vise in its normal shape —as though in a cast. By setting the machine at a predetermined pressure, each string is pulled at exactly that tension, and since the head cannot bend out of its locked position, the final job must come out with the head the same shape it had before being strung.

Besides assuring uniform tension throughout, the racket stringing machine makers claim other advantages through this type of operation.

Since machine stringing eliminates the need for pull-ups, there is no chance of injuring the gut as it goes through the holes and the amount of waste or broken string is thus reduced.

With the demand for quality stringing constantly increasing, racket dealers are obliged to expand their stringing services. Low and medium-priced rackets are usually completely strung by hand at the factory, but the better player usually demands a special stringing job at a tension above average. Here is where the machine performs a very important function. It enables the dealer to handle any number of jobs at special tensions without wearing down his energy, as hand-stringing does. Some of the progressive dealers keep one or two models of each high-grade number machine-stringing to high tension for the benefit of customers who are in a hurry.

The dealer also benefits from machine stringing because of its showmanship as well as the build-up it gives the tennis department. Some stringers invite the customers to watch his racket being strung and answer his questions as the work progresses. In addition, some dealers place the machine in or near the window, so as to attract the attention of passersby.

The time-saving factor in machine stringing is noticeable in the energy it saves and the high-tension stringing it permits.

In restringing an old racket the machine is kind to the head, as the head is locked into position and never pulled out of shape. This tends to minimize warping at all times. There is no see-sawing of the gut through weakened holes and there is less stress and strain placed on the frame, particularly in the weak portions of the bow. An old frame is more apt to pull out of shape than a new one, therefore the machine, which holds the head securely in place throughout the stringing, will tend to minimize the possibility of damage in this direction.

Basketball Stockings—Best quality at lowest price by RIPON

bolt and nut; 21—Alcohol torch; 22—Pull-up hook; 23—Swedish Sloyd knife; 24—Stringer's dowel; 25 and 26—Coarse and fine screens; 27—Scraper; 28—Polish; 29—Gut oil; 30—Gut preserver; 31—Oil brush; 32—Varnish brush; 33—Strain distributor; 34—Holder; 35—Throat brace; 36—Gut container; 37—Shellac.

which requires maximum resilience with durability of secondary consideration.

In offering strings it is wise to consider the ability of the player and the quality of racket he uses. Today the expert player will use a 16-gauge or light 15-gauge string. The average player will require 15-gauge and the beginner will likewise use 15-gauge string.

The popular stringing pattern at present is 18 main string and 20 cross string and in some cases, in higher priced rackets, 20 main string and 20 cross string patterns are on the market.

Now, with all necessary materials at hand, secure the racket in the vise. Select the string and proceed to thread it into the frame, the lengthwise or main string first. With silk, the string may be cut, allowing 19 to 20 feet for the main string and the balance for the cross string. With gut, select a 19 or 21-foot length, as the case may be, for the main string, with a 17 or 19-foot length used for the cross string. In nearly all racket frames there are holes for either 18 or 20 main strings. Very cheap tennis frames are drilled for 16 main strings.

Fig. 1 of the illustrations reproduced on Page 665 of The Sporting Goods DEALER'S Trade DIRECTORY shows how the main string should start on a racket that has 18 main strings. The center of the main string should be at the top of the racket, and the two ends should go through the holes AA and BB, alternately through holes at the top side and throat of the racket until each string comes out at opposite sides of the bat, as shown in Fig. 3.

Fig. 2 shows how the main string should start on a racket that has 20 main strings. On such rackets you will find a hole drilled across the handle under the throat at X. The center of the string being in the hole X, put the two ends of the string through the holes CC and DD, then alternately through holes near the throat and the top, as above described, the ends coming out as shown in Fig. 3. The main string should always end this way, whether it crosses 18 or 20 times.

Awls are inserted to hold the strings in the holes as they are put in the frame, until the ends are finally fastened. These ends are then threaded towards the throat through the main string loops on the outside of the racket. Until now the clamps on the vise have not been used to hold the bow in order to facilitate threading of the strings. When the head is clamped, care should be taken that the two center strings are in a perfectly straight line with the handle. The racket is now ready for pulling up.

The tightening should be done by starting with the center string

help materially to twirl the awl on a piece of fine emery paper or cloth to give it a cross grain, or to rub it in a bit of finely powdered resin to give added friction. Proceed to weave the string back and forth, giving a uniform tension each length and finish by securing the end of the string with a half-hitch around the nearest main string.

A word of caution here may prevent untwisting of the string, which happens most often when weaving from the right to the left side. Before inserting the string, twirl it a few times between the fingers, so that when it is pulled all the way across, the strands have a tendency to twist together. The string is never pulled straight across, but is held with one hand in a wide curve, to lessen the friction as it zig zags across. With this done, straighten all cross strings by pushing them into place with a blunt tool similar to the awl.

The stringing now complete, the trimming cord is applied at the top and bottom. Two rows, for which approximately a racket's length is required, is used for the lower trim and three rows, requiring from 1½ to two racket lengths, is usually used for the upper trim. One end is inserted half-hitch around one of the strings and one half-turn is made around each succeeding string, the end then inserted in the corresponding hole on the opposite side and brought back through the next hole. The end of the trimming cord is also anchored with a half-hitch.

If you want to use short lengths of gut, such as ten feet and 12 feet, to make a saving in the cost, or when it is necessary to put in a repair of one or two strings, this is done by splicing.

The main string can be made of one 12 and one ten-foot-string. The longer string is started at the first hole past the center, as shown in Fig. 5, and a loop is made by threading the 12-foot string back through the same hole it was started in and out of. The shorter string is started here but the end of the string is put through the loop. Then, with a pair of pliers, pull on the string

Stringing Tennis Rackets

(Copyrighted 1951 by The Sporting Goods Pub. Co.)

ONE of the most profitable departments of a repair shop of any up-to-date sporting goods store is that of stringing tennis rackets. This work can be done by hand or by machine. Besides allowing a good profit, the service the dealer is thus enabled to render his trade is invaluable in building good-will and gaining new customers.

HAND STRINGING

The equipment for stringing rackets by hand consists of a special vise, several types of which are on the market, four or five awls of different sizes, a pair of so-called parallel pliers, as well as several new types of string tension vises. Of the many vises on the market, the type which incorporates a string, hook-like clamp to go over the bow end of the racket and holds the frame securely in place and another which uses a screw arrangement to brace the opposite ends of the bow, are among the most popular. The vise should hold both the head and throat of a racket so as to avoid any undue strain. There should be two or three different sizes of awls, to suit the different sizes of holes in various rackets. Older frames usually have enlarged holes, because of repeated stringing, and for these an extra heavy awl will be necessary. The dowels, as well as the pliers are used for pulling up the cross strings. Also some patented machines for stringing rackets are being offered, and the sources of supply of these machines will be found in this Directory under the heading "Tennis—Stringers, Racket."

Tennis rackets previously strung need no preparation, beyond a cursory glance to make sure there are no splintered pieces of wood in the holes to cause pinching of the strings. However, the stringer who takes pride in the appearance of the finished job will take a small cloth, moistened with denatured alcohol, and will wipe away the dirt and grime which has accumulated and will smooth up with sandpaper the bow end of the frame, which is usually roughened through frequent scraping of the racket on the court.

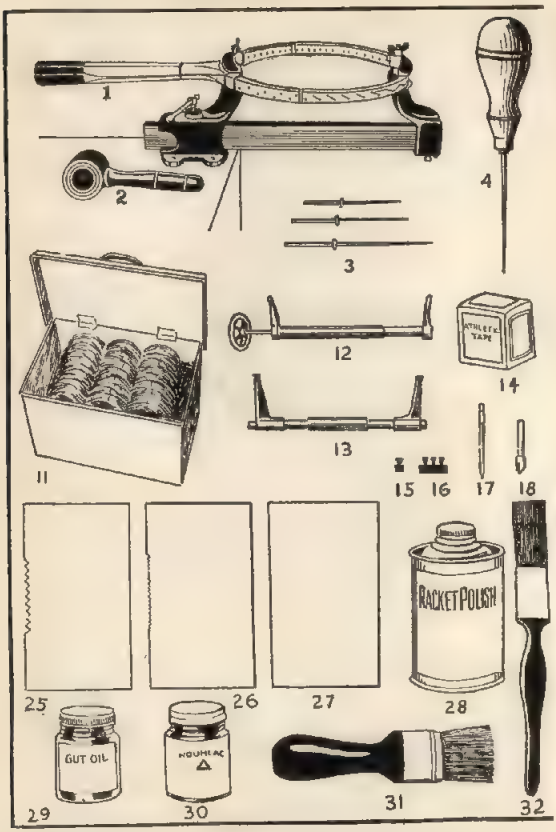
The new frame requires careful preparation. It will be found that some of the holes and grooves have sharp edges, which must be rounded off to prevent raveling of the strings. This is most easily done by passing a piece of string from among the accumulated odds and ends of gut and silk) through the holes to be smoothed and pulling it tightly back and forth until all of the holes are clear and smooth. Where the edges of the racket are finished off with rawhide near the handle, the edges should be rounded with a sharp-pointed knife. Don't overlook the inside edge of the frame—here, too, there are bound to be sharp corners to be rounded off.

But first a word about the selection of strings. Unless the player specifies the kind of string wanted, or the price he may look to you to recommend a suitable one. To help intelligently, you should know something about the player—is he a hard hitter, does he want speed or a long-lasting string; does he intend playing in any kind of weather or only on thoroughly dry courts?

There are many strings on the market, for each of which the makers claim superior merit, however, there are only three classes to be considered: gut, silk and nylon strings. The once-popular Oriental gut is no longer in demand and is not used anymore. Gut strings are preferred by the better players because of their resilience. Silk and nylon strings, on the other hand, are not affected by changing atmospheric conditions and are popular with the average player because of their low cost.

Silk strings come in rolls of 37 feet, nylon in 35-foot coils or 1500-foot reels, while gut strings are supplied in lengths from 12 to 21 feet, purposely varied to give a selection of length to meet the need of the various sized rackets. Most tennis strings are available in two gauges, namely Brown & Sharpe standards 15 and 16. Gauge 15, the heavier of the two, is the best for all-round play, as it has sufficient diameter to give excellent wear and durability. Gauge 16 is thinner and should be supplied only for tournament play.

Golf Stockings—Foot comfort at popular prices by RIPON

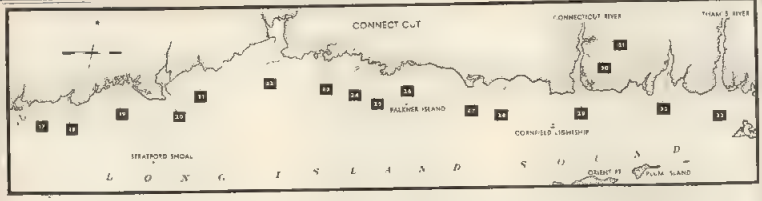


1—Stringer's vise; 2—Dowel; 3 and 4—Awl blades; 5—Gouge; 6—Stringer's glove; 7—Trimming scissors; 8—Pliers; 9—Setting-off awl; 10—Gauge; 11—Humidor for Oriental gut; 12—English style billiard; 13—Standard billiard; 14—Tape; 15—Frame protector; 16—String dividers; 17—Tapered reamer; 18—Center reamer; 19—Wax; 20 Press

HARBORS ON CRUISING ROUTES

Tributary rivers and picturesque islands add a touch of variety to our cruise along the Connecticut shore

By WM. H. KOELBEL



17 SAUGATUCK RIVER	21 MILFORD HARBOR	25 SACHEM HEAD	29 SAYBROOK
18 SOUTHPORT	22 NEW HAVEN	26 GUILFORD HARBOR	30 ESSEX
19 BLACK ROCK HARBOR	23 BRANFORD	27 CLINTON HARBOR	31 HAMBURG COVE
20 STRATFORD	24 THE THIMBLE ISLANDS	28 DUCK ISLAND ROADS	32 NIANTIC BAY
			33 NEW LONDON

PART TWO—NORWALK TO NEW LONDON

SAUGATUCK RIVER (Chart 221)

THE Saugatuck River is the approach to the villages of Saugatuck and Westport, at the head of navigation. To look at the chart one might suppose it was but a stone's throw from Cockenoe Island to the Saugatuck's mouth, but close inspection reveals so many shoals obstructing what navigable depths there are, that it would be folly to try to cross directly from the Cockenoe anchorage. The alternative is to sail a wide semi-circular course to the southward, using the buoys to keep clear of Dunder Rock, Cockenoe Shoal and Georges Rock. A clear approach is possible from the eastward, about ½ mile north of Georges Rock can buoy.

From the entrance buoys off Cedar Point (on the easterly side) the natural river channel describes a great oblique S, marked by cans and nuns only as far as Duck Creek, beyond which the stranger is advised not to venture without a local pilot, though the river continues to the railroad bridge, and thence northward to Westport through a shallow channel.

Just inside the entrance at Cedar Point a dredged channel with depths of 6 to 8 feet leads into a landlocked lagoon known as the Cedar Point Yacht Basin. Docking facilities here for a hundred boats are well taxed, though the Harbor Master can occasionally find a berth or two for the overnight guest, and fuel, water and ice can be picked up.

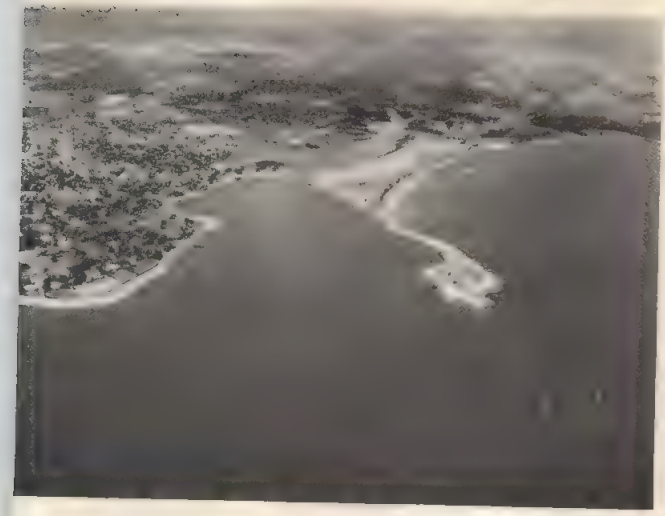
Above Bluff Point, the buoyed channel follows close along the west shore Boats sometimes find an anchorage west of the point. There is a boatyard above the bridge but, to reach it, it would be wise to have the yard send a man down to pilot you in.

SOUTHPORT (Chart 220)

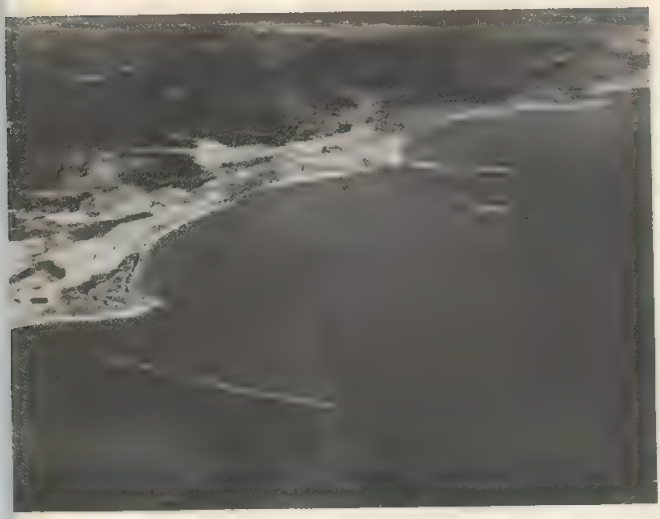
Three miles to the northeastward of Georges Rock can buoy, we find ourselves at the entrance to Southport Harbor

The Thimbles. This aerial view was made looking in a general southeasterly direction toward the Thimble Islands, with the breakwater off Brown Point at Pine Orchard in the center foreground. Looking toward the top center of the picture a line through the breakwater passes through Rogers, Potato, Governor, and Wayland Islands. In the top right corner is Horse Island; to the left of it Pot and Money Islands Below Pot Island is High Island, to the left of it West Crib and East Crib Anchorages may be found between Pot and High Islands, and between West Crib and Money Island.

Photographs by Fairchild Aerial Surveys, Inc



Black Rock Harbor. About a mile and a half west of the mouth of the dredged approach channel to Bridgeport lies the entrance to Black Rock Harbor. In this view — looking about NE by N magnetic—Fayerweather Island appears (right center) as a peninsula, with Cedar Creek running up along the west side of it, to the creek's forked head. Grover Hill is the point at the lower left center, Black Rock the neck above it. Bridgeport's harbor is frequented by commercial traffic, so yachtsmen generally prefer this anchorage at Black Rock.



Duck Island Roads is a favorite anchorage with many yachtsmen. Easy to enter day or night, it has been created by construction of two breakwaters extending from Duck Island toward Kelsey Point (at left) and the junction of the mouths of the Menunketesuck and Patchogue Rivers (upper center). The camera in this view looks almost exactly along the course one might lay in entering from the west, leaving the breakwater (foreground) off Kelsey Point to port and the near (west) end of Duck Island breakwater to starboard.

at the mouth of Mill River. A jetty on the eastern side projects southwestward 300 yards from Kensie Beach to provide a completely sheltered anchorage within, the approach to it passing through a dredged channel, leading almost due north (magnetic). Nun buoys delineate the channel's eastern edge; cans and a lighted aid mark the western side, while the light on the jetty is of course left to starboard.

Though narrow, and congested, Southport is an attractive harbor, where the Pequot Yacht Club extends its hospitality to visiting club members. They can assist in finding a place to moor, which in Southport by regulation is a matter of making fast both bow and stern.

Arrangements for gas, water and ice can be made at the club. A municipal dock is also available (depth 6 feet), and a boatyard is near at hand. Ice can be brought down to the harbor and supplies can be found at stores within walking distance.

BLACK ROCK HARBOR (Chart 220)

Black Rock and Bridgeport Harbors lie but a few miles apart, next eastward on our cruise along the Connecticut shore. They illustrate well the vast difference in the relative appeal of various types of harbor, from the pleasure boatman's point of view. Bridgeport, of course, is the ideal harbor for the commercial vessel, with its straight, deep, buoyed channel leading between jetties to an unobstructed anchorage area close to the centers of industrial activity. To the cruising boatman this is something to be avoided, except where the large city's better facilities for shipyard repairs or supplies may be required. Black Rock, only a couple of miles to the westward, is the yachtsman's choice.

From time to time we read of some tyro telling of the wonderful cruise he has completed, his sole navigational guide an automobile road map! If Black Rock Harbor were one of his ports of call, then Providence must indeed have been his pilot. Approaching from the west, a road-map navigator would assume there was plenty of water half a mile off shore. Off Fairfield, though, Penfield Reef extends out a full mile to clusters of rocks called The Cows and The Little Cows. Using Chart 220, it's quite obvious how the course must be laid a mile off shore to round Penfield Reef and the beacon on Black Rock.

Prominent lights mark the entrance to the harbor, the outer one to be left to starboard, the inner one off Grover Hill to port, where the dredged channel (project depth 18 feet) bends. Black Rock Yacht Club is situated on the west bank, Fayerweather Yacht Club on a peninsula to the eastward. Good anchorages can be found in many places, especially off the latter club. If this is too exposed —as it may be in southwesters—one can run on up Cedar Creek. Services and supplies are available here; fuel and fresh water may be obtained at the club. Last reported depth at the Fayerweather dock was 5 feet.

STRATFORD (Chart 219)

The Housatonic River presents an opportunity for an exploratory side trip 11 miles into the Connecticut countryside as far as Shelton. Stratford, on its west shore, is situated about two miles above the mouth. Entrance to the river lies between Stratford Point on the south and Milford Point a mile to the north.

A breakwater, awash at the inner end on high water, juts out into the Sound in a southeasterly direction from Milford Point to protect the channel entrance. However, there are times when stiff breezes from the southeast bucking 2½- to 3-knot ebb currents create a sea comparable with that on ocean inlet bars, even towing the buoys under at times. The channel, to Stratford, is comparatively straight, well buoyed and marked by four lights, of which all except the one on the outer breakwater are left to port.

A draft of 6 to 7 feet can be carried to the wharves at Stratford and the project depth of all dredged portions of the channel up to Shelton is 7 feet. There are several yacht clubs along the west bank, and a good anchorage can be found off the Pootatuck Yacht Club, where guest moorings are sometimes available. Protection from the weather is excellent and shopping facilities of the village are just a short distance from the yacht club. Fuel docks in this area handle large craft up to 9 feet draft at low water and free overnight docking service is provided in a protected basin. Nearby railways handle boats up to 110 feet.

MILFORD HARBOR (Chart 219)

Milford Harbor is an open V-shaped indentation in the shoreline four miles east of the Housatonic. Some small measure of protection is afforded in the outer harbor by offlying Charles Island and a reef connecting it to the mainland, but it is comparatively open to all winds from southeast to southwest. It does, however, provide a lee for large yachts at times when the wind is off the land.

Complete protection may be found by running into the Wepawaug River, the mouth of which is protected by a lighted jetty on the east side. Inside this the dredged entrance channel turns sharply to port, near the Milford Yacht Club, where guest moorings are sometimes available, though the harbor is usually full of boats.

Milford's harbor is clean and attractive, with fuel and water available at the yacht club, and stores for other supplies near at hand. The public dock is at the head of a short dredged channel through which a draft of 8 to 10 feet can be carried.

NEW HAVEN (Chart 218)

Like Bridgeport, New Haven illustrates well the type of harbor that might be excellent for large vessels or commercial craft, but with little to offer the cruising yachtsman except a refuge in emergency or possible source of supplies and repairs.

The harbor itself is practically five miles long, is dirty because of the traffic in coal, and, though protected at the lower end by three breakwaters, is so large that a considerable sea can build up in the usual anchorages behind West Breakwater or in Morris Cove on the east shore. In Morris Cove, protected from easterlies, the depths range around 8 to 12 feet. Behind the west (outer) breakwater depths run in the neighborhood of 25 feet. For large craft, this is easy of access night or day.

Small craft forced to seek shelter in New Haven may follow a 9-foot dredged (*Continued on page* 117)

Essex is definitely a yachtsman's town, just a few miles inside the mouth of the Connecticut River on the west bank. This aerial photograph was made from a point just off Thatchbed Island (just visible at lower left), looking roughly N by W magnetic. Just left of center the Essex Yacht Club can be seen, and clustered about this area the steamboat dock, boat yards, marine railways, etc. The channel past the Essex Boat Works (upper right center) leads northward into North Cove (upper right corner) which, except for the narrow winding channel, has depths of a foot or two at low water.

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HARBORS ON CRUISING ROUTES

(Continued from page 37)

channel past City Point into West Haven where a berth might be found at one of the yards.

At New Haven, the yachtsman cruising the Connecticut shore is at the Sound's widest point, just a little beyond the mid-point of a run from New York to New London.

BRANFORD
(Chart 217)

Under way again to the eastward the next probable port of call is attractive Branford Harbor, five miles from New Haven. East Haven River we have passed up along our course as the water is relatively shoal and the river is better suited to the needs of local craft of easy draft.

Though there are rocks along the approach to Branford Harbor—Cow and Calf, Five Foot, Blyn, and Bird—each is clearly marked by buoys, and the unobstructed course between them is obvious by reference to the chart. Just above Johnson Point a dredged channel with controlling depths of about 8 feet leads northeastward between Big Mermaid (to port) and Little Mermaid (to starboard) to the municipal dock on Branford Point where the hospitable Branford Yacht Club throws open its facilities to visiting yachtsmen. Inquire here for an overnight berth. This, ordinarily, will be a matter of tying bow and stern between piles. The new town dock will accommodate about 30 boats.

Gas, water and ice are available, a store is situated within a quarter of a mile, and facilities for repair may be found at yards in the harbor.

THE THIMBLE ISLANDS
(Chart 217)

The area between Branford Harbor and Sachem Head is studded with rocks, reefs, islands and ledges. Prominent among these is the group of beautiful islands south of Stony Creek known as The Thimbles, highly popular among yachtsmen despite the fact that the principal anchorages under certain circumstances are subject to swells rolling in from the Sound

Coming in from the south, the main approach is to the westward of Outer Island, leaving Inner Reef to port. Deep water extends northeastward between Horse Island, Pot Island and Money Island on the starboard hand, and High Island, West Crib and East Crib to port. The most popular anchorages lie between West Crib and Money Island, and between Pot Island and High Island. The latter anchorage is somewhat exposed to the southwest.

For fuel, supplies, water and ice it is necessary to run to the mainland north one mile to Stony Creek, or northwest about the same distance to Pine Orchard. Of the two the latter is preferred as the approach is easier and there is a dredged basin protected by a jetty. All facilities are available here. Care should be exercised going into Stony Creek as there are spots with only a few feet of water at low tide.

SACHEM HEAD
(Chart 217)

Protection from easterlies can be found in Sachem Head Harbor just east of The Thimbles. The harbor is small and exposed to the west. Depths of 6 to 9 feet can be found in the harbor and guest moorings may occasionally be obtained at the yacht club, which has a float behind the breakwater at the lower end of the harbor There is a nearby hotel where meals can be ordered, and some provisions can be obtained here. Guilford is only a few miles away.

Another anchorage sometimes recommended is in Joshua Cove, north of Sachem Head. Depths shoal at a fairly regular

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rate and the usual practice is to anchor in an area near the 1-fathom line. Using this anchorage it would be well to bear in mind that a reversal in wind direction could leave you completely exposed, on a lee shore.

GUILFORD HARBOR
(Chart 217)

Guilford Harbor has a snug yacht basin but the approach to it should be made with great caution, chart in hand. There are plenty of rocks, not all of which are marked. Three black buoys (all to be left on the port hand, of course) mark a safe approach from the south, using the third as a turning point to head for Guilford Point light and the staked approach to East River. There is a landing at Guilford Point (reported depth 3 feet at low water) and boat yards up the river, though local knowledge is desirable in order to navigate it. Fuel, phone service, fresh water and ice are all available.

CLINTON HARBOR
(Chart 216)

Extensive improvements have been made in recent years to Clinton Harbor. The harbor has been dredged to a depth of 8 feet at mean low water, approached through a well bouyed channel 100 feet wide. The town provides facilities for mooring approximately 50 boats, and additional berths are available at the boat yard and marine service station. The latter handle craft 65-75 feet in length. The new town docks are 200 feet long, with finger piers for 40 boats

At dockside here facilities of a complete marina include lockers, showers, restaurant, boat repairs, storage, fuel, ice, fresh water, marine supplies, etc. Cars can be rented for transportation to town half a mile away, where additional shopping facilities are available.

There are two hotels and many recreational facilities in town, and cottages, motels and a golf course at the harbor.

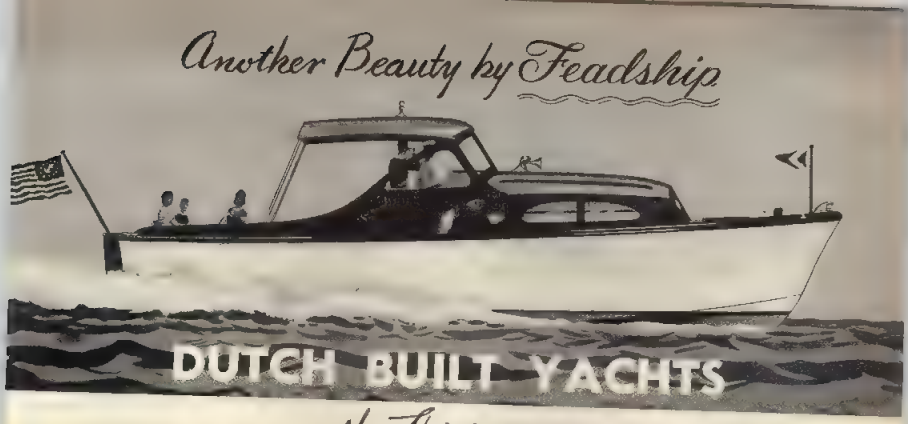
All in all, Clinton is an attractive harbor for yachtsmen, bringing guests back year after year.

DUCK ISLAND ROADS
(Chart 216)

Duck Island Roads is unique as a harbor, with characteristics quite different from any we have yet encountered on our run eastward from New York. With many yachtsmen, it rates near the top as a desirable spot for an overnight anchorage, because it is easy to enter, does not take one far off the main cruising courses down the Sound, is remote from noise and activities centering about shore life, and offers good protection from winds in most quarters.

Eastward from Kelsey Point the mainland shore line describes an arc through Clinton Beach and Grove Beach to the mouth of the Menunketesuck River, where off-lying Menunketesuck Island projects out in a continuation of the arc to provide additional protection to waters within the bight. Half a mile southwest of this island and a mile off shore lies Duck Island. Breakwaters have been built northward and westward from Duck Island nearly at right angles to each other to form an anchorage sheltered against all winds except those in the northwest quadrant.

Another breakwater extends out into the Sound off Kelsey Point from Stone Island, with a flashing green light at its outer extremity. This helps to shelter the Roads as a whole from the westerlies and must be cleared when entering by laying a course well offshore to the gong buoy off the breakwater end. Between the gong and the breakwater, tide rips may be encountered. From the gong a course of NE by E, magnetic, will lead in behind the west breakwater, marked at its outer end by a flashing red light. Anchorage is usually sought well up behind the breakwaters in depths ranging from 7 or 8 to 15 feet. The bottom is mud, providing fair



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holding ground. Nearest source of supplies is at Clinton, about four miles by water.

SAYBROOK
(Chart 215)

No one cruising Long Island Sound for the first time should overlook an opportunity to visit the Connecticut River, a picturesque waterway navigable 45 miles up the Connecticut valley to Hartford. For those of an explorative nature, there are even intriguing little tributary streams navigable far off the main river, such as Selden Creek opposite Deep River. If you propose to go all the way to Hartford, you will need U. S. Coast and Geodetic Survey charts Nos. 254, 255 and 256.

The mouth of the Connecticut enters Long Island Sound well down toward the Sound's eastern extremity—almost, in fact, opposite Plum Gut and Orient Point on the tip of Long Island's northern prong, from which it is a run of only 9 miles, approximately. From Saybrook as a center, just inside the river's mouth, some of the coast's finest cruising areas are within a day's sail

As we approach from Duck Island Roads and other harbors to the westward, we pick up the lighted bell buoy off Cornfield Point Shoal, northward of Long Sand Shoal. From here, a 2-mile run on a course E½N magnetic leads to the mouth of a dredged entrance channel, protected on the west by a lighted jetty and on the east by a breakwater on Saybrook Outer Bar. A combination of river and tidal current, on the ebb, may amount to as much as 3½ knots.

Anchorages within the river are sometimes found above the railroad bridge near enough shore to be clear of passing traffic, though excellent accommodations are available in half a dozen yacht yards and modern marinas on Saybrook Point and two miles north in the vicinity of the railroad and highway bridges. Every conceivable cruising requirement can be filled here whether for fuel, supplies, repairs, or any other need.

There has been a movement under way for some time to dredge North Cove to a depth of 11 feet. This is a shallow pond, naturally formed as an ideal yacht harbor just north of Saybrook Point. Completion of such a project would provide a perfect anchorage for cruising craft.

Old Lyme is situated on the east shore of the river near both bridges. Just above the mouth of Lieutenant River there is a yacht yard and a marine service station. North of the highway bridge a branch of the Connecticut leads behind Calves Island up to Lord Cove. Though the current is strong, cruising boats sometimes find anchorage in this branch waterway.

ESSEX
(Chart 215)

Six miles above the mouth of the Connecticut, on the west shore, lies Essex, a charming New England village deeply rooted in maritime tradition. Present-day Essex is a yachtsman's town, standing in much the same relation to mainland boating activities as Greenport does to those of eastern Long Island—an ideal port of call where one may fit out for a cruise of any duration, a day, a week or a year.

River traffic tends to follow the main dredged and buoyed channel down past Essex Shoal west of Nott Island. Plenty of anchorage room is available on good (mud and sand) bottoms well clear of the main channel in the bend of the river along the west bank above Thatchbed Island, in depths of 9 to 10 feet, though more is available.

In this area, clustered about the approach channel leading to North Cove, the Essex and Dauntless Yacht Clubs have their stations (the Cruising Club of America also has headquarters at the former), not far from a group of boat yards, shipyards and marine service stations. At these, full facilities for the largest of yachts will be found, including ways to

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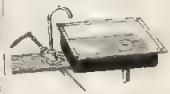

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HAMBURG COVE
(Chart 215)

Of all the popular harbors for yachting rendezvous, none can excel Hamburg Cove. Though situated only a couple of miles above Essex (which serves as a nearby base for supplies and provisions) the Cove itself, on the east shore, seems as secluded and remote as though it were far removed from centers of population.

The entrance will be found in a bend of the river east of Brockway Island, and the buoys are adequate to take one safely through the narrow entrance channel (controlling depth about 8 to 10 feet). Inside, a completely landlocked basin comes into view. Surrounded by wooded hills, one can select a perfect anchorage in depths of 12 to 20 feet in the lower cove, in good holding bottom of mud and sand.

A mile above the lower cove the little village of Hamburg on Eightmile River is accessible through a winding channel marked with bush stakes. Though narrow, there is sufficient depth for the average cruising boat, as far as the landing at Hamburg village, where fuel, ice and water are to be had, as well as some supplies at the nearby store.

For some craft, Hamburg Cove is as far inland as they ever penetrate, but the upper river to the head of navigation at Hartford will be found well worth while.

NIANTIC BAY
(Chart 214)

As we leave the Connecticut and turn eastward once more, a deep bay will be noted to the northward, just beyond Black Point, about 7 miles east of Saybrook breakwater. This is Niantic Bay, too large and exposed to the south and southeast to be regarded as a good anchorage except under ideal conditions in calm weather.

Small craft can proceed to the head of the bay and pass through the bridges at the lower end of Niantic River (preferably at slack water due to the current). Fuel docks are near the bridges, and stores are located a few blocks away. Repairs and boatyard facilities are available across the river, but navigation up the river is not recommended without local knowledge.

Small craft can pass through the Twotree Island Channel, near the mouth of Niantic Bay, there is a small secluded cove at a quarry. To look at the chart it would appear that it was badly exposed to southwest winds, but actually a few boats can find protection from winds even in that quarter near a pile wharf. Visiting yachts are welcomed by the operators of the quarry so long as they keep clear of the quarry dock on the west side. There is a clean sand beach, but no supplies, except at Niantic across the bay.

NEW LONDON
(Chart 359)

As we swing eastward again on the last leg of our cruise, we approach what may logically be regarded as the eastern terminus of Long Island Sound where the Thames River enters it, directly north of The Race. Beyond this line lies Fishers Island, with Fishers Island Sound to the north of it, Block Island Sound to the south.

Small craft working eastward along the shore can pass through Twotree Island Channel inside Bartlett Reef, though larger craft sailing long courses down the Sound are more likely to pass to the southward of the light marking the outer end of Bartlett Reef.

Southwest Ledge Light is a conspicuous mark for the approach to the entrance channel leading north up the Thames to New London, located on the west bank, about three miles

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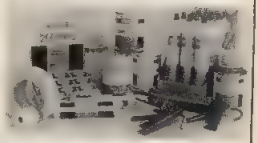

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(To be continued)

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The growing importance of Pittsburgh as a speedboat racing center is accentuated by the extensive plans being made by the Committee handling the 1952 Welcome Week Speedboat Regatta, scheduled for Saturday, June 7.

The unqualified preference for the 1951 course by speedboat owners and drivers alike has resulted in the Regatta Committee okaying that course for the 1952 races. It makes use of both the Allegheny and Ohio Rivers.

Seven classes of boats will be racing again. They will be the 48 cubic inch hydroplanes, 48 cubic inch runabouts, 135 cubic inch hydroplanes, 225 cubic inch hydroplanes, 266 cubic inch hydroplanes, 7 litre hydroplanes and unlimited hydroplanes. Three heats in the unlimited class and two in each of the other classes will be run with prize money to be awarded to the first five finishers in each heat. The main lure is the array of cups which have been donated by Pittsburgh companies. Most of the cups were specifically designed for the Welcome Week regatta and range in value as high as $6 500.

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NEW LAKE CHARTS

New editions of the following charts have just been released by the U. S. Lake Survey, Corps of Engineers, U. S. Army. No. 41. Detroit River, from 3 miles south of Detroit River Light to Windmill Point, Michigan. No. 42. Lake St. Clair. The entire lake, including the St. Clair River to Woodtick Island.

Copies of the above charts may be procured at 50 cents each. Mail orders should be addressed only to the U. S. Lake Survey, 630 Federal Building, Detroit 26, Michigan Advance payment is required with the order, by P. O money order or draft, payable to the Treasurer of the United States.

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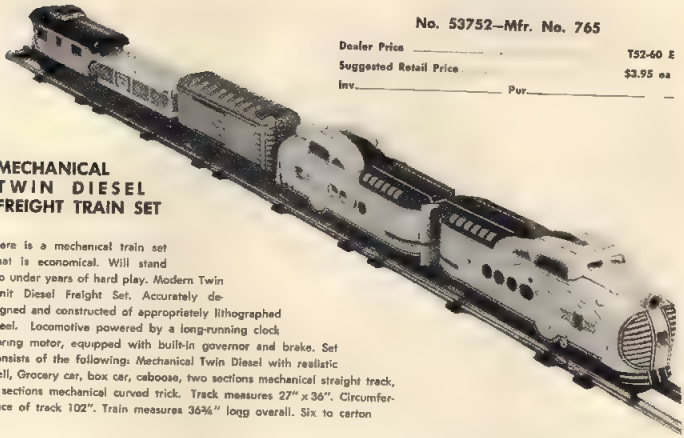

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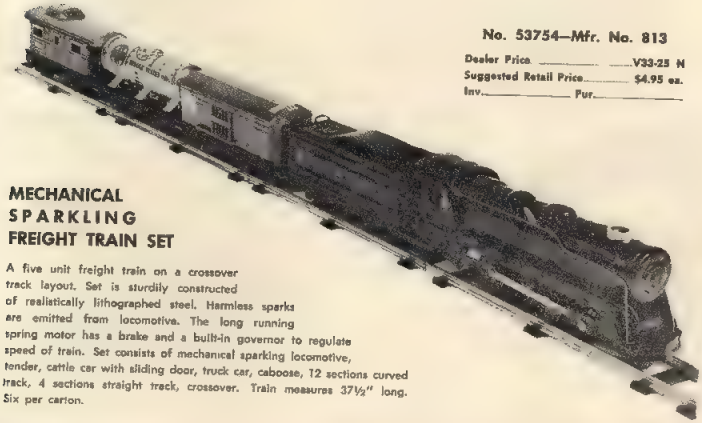

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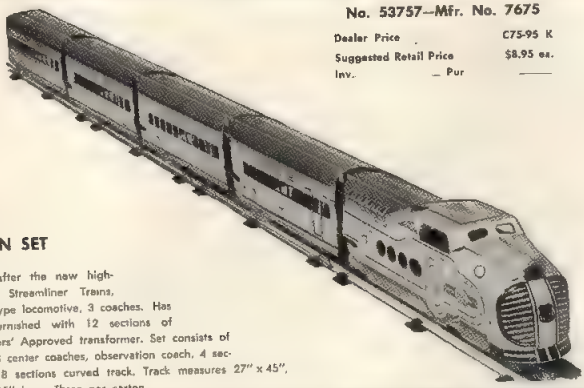

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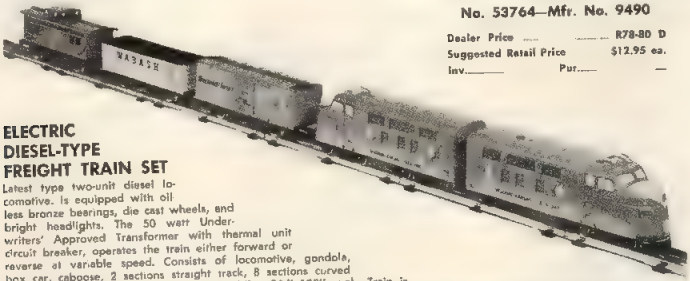
ELECTRIC DIESEL - TYPE FREIGHT TRAIN SET

Train set modeled after the new high-speed cross-country Streamliner Trains, consisting of Diesel-type locomotive, 3 coaches. Has bronze bearings. Furnished with 12 sections of track and Underwriters' Approved transformer. Set consists of electric locomotive, 3 center coaches, observation coach, 4 sections straight track, 8 sections curved track. Track measures 27" x 45", 120" oval. Train is 35" long. Three per carton.

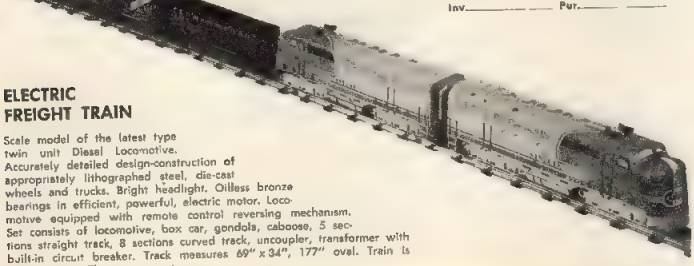


No. 53764—Mfr. No. 9490

Dealer Price R78-80 D
Suggested Retail Price $12.95 ea.
Inv. Pur. —

ELECTRIC DIESEL-TYPE FREIGHT TRAIN SET

Latest type two-unit diesel locomotive. Is equipped with oil less bronze bearings, die cast wheels, and bright headlights. The 50 watt Underwriters' Approved Transformer with thermal unit circuit breaker, operates the train either forward or reverse at variable speed. Consists of locomotive, gondola, box car, caboose, 2 sections straight track, 8 sections curved track, and transformer. Track measures 27" x 36" 102" oval. Train is 43¼" long. Three per carton.



No. 53769—Mfr. No. 45200

Dealer Price B416-25 L
Suggested Retail Price $24.95 ea.
Inv. Pur.

ELECTRIC FREIGHT TRAIN

Scale model of the latest type twin unit Diesel Locomotive. Accurately detailed design-construction of appropriately lithographed steel, die-cast wheels and trucks. Bright headlight. Oilless bronze bearings in efficient, powerful, electric motor. Locomotive equipped with remote control reversing mechanism. Set consists of locomotive, box car, gondola, caboose, 5 sections straight track, 8 sections curved track, uncoupler, transformer with built-in circuit breaker. Track measures 69" x 34", 177" oval. Train is 50½" long. Three per carton.

MARX TRAIN ACCESSORIES

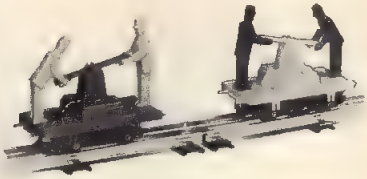
"SHORTY" STREET CAR

Two color plastic body with operating headlight. Powered by Emco "Husky" 3-pole, AC/DC motor. Operates on 10 to 18 volts on 3-rail track. Twenty-four per carton.

No. 53673 — Mfr. No. 500

E. B. MILLER CO.

Dealer Price N83-22 C
Suggested Retail Price $4.95 ea.
Inv. _____ **Pur** _____



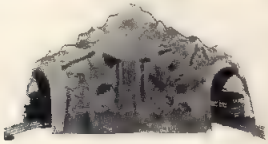
PUMPING HANDCAR

Two section hands pump handles as car runs. Two-color plastic body. Has Emco "Husky" 3-pole, AC/DC motor. Operates on 10 to 18 volts on 3-rail track. Twenty-four in carton.

No. 53674 — Mfr. No. 510

E. B. MILLER CO.

Dealer Price F63-22 V
Suggested Retail Price $4.95 ea.
Inv _____ **Pur** _____



CORNER TUNNEL

Snow capped mountain peaks and contours are molded into the design of this tunnel. Also has realistic waterfalls and roads. Made of heavy durable fibre. Size is 24" long, 16" wide, 13" high. Three per carton.

No. 53680 — Mfr. No. 500

GENERAL FIBRE CO.

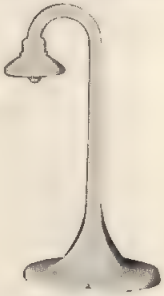
Dealer Price N71-95 G
Suggested Retail Price $2.98 ea.
Inv. _____ **Pur.** _____

PLASTIC WATER TOWER

Authentic reproduction of water tower seen in freight yards and terminals. Made of plastic. 4¼" diameter, 13¾" high. Steel girder type construction.

No. 53684—Mfr. No. 0165

Dealer Price T2-97 R
Suggested Retail Price $1.49 ea.
Inv. _____ **Pur.** _____



SINGLE LAMP POST

Attractively designed single lamp post. Made of heavy metal and stands 6" high with 2¾" diameter base. Complete with attaching equipment. 12 to carton.

No 53685—Mfr. No. 072

Dealer Price M2-44 S
Suggested Retail Price $ .69 ea.
Inv. _____ **Pur.** _____

ACTION ACCESSORIES

Set consists of semaphore, crossing signal and crossing gate. Constructed of sturdy plastic. Each piece actually operates. Each set in box. Thirty-six sets per carton.

No. 53688 — Mfr. No. 0221

Dealer Price F91-10 E
Suggested Retail Price $1.69 ea.
Inv. _____ **Pur.** _____

MARX TRAIN ACCESSORIES

DERRICK LOADER

Made of plastic. Crane housing and crane turns in complete circle. Boom equipped with ratchet type crank and die cast hook. Crane raises and lowers. Actually picks up material. Measures 8" long, 4" wide, 8¾" high. Six per carton.

No. 53689—Mfr. No. 0442

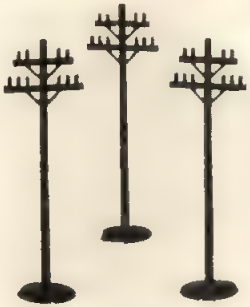
Dealer Price ..... **H41-10 P**
Suggested Retail Price ..... **$1.69 ea.**
Inv...... **Pur.**.....

WATER TOWER

Has realistic girder type construction. Tank has simulated plate rivets. Transparent tube from base to tank has rising bubbles. Light shines in tube. Made of plastic. Measures 14¼" high, 2¼" diameter, base is 4½" square. Six per carton.

No. 53690—Mfr. No. 0465

Dealer Price ..... **S81-95 Y**
Suggested Retail Price ..... **$2.98 ea.**
Inv...... **Pur.**.....



TELEPHONE POLES

Set consists of 12 brown plastic authentically designed two-arm telephone poles 7" high. Angle braces from pole to arm. 6 insulators on lower arm and 4 on upper arm. Packed 3 dozen sets to carton.

No. 53696—Mfr. No. 0161

Dealer Price ..... **D6-46 T**
Suggested Retail Price ..... **$ .69 ea.**
Inv...... **Pur.**

RAILROAD RIGHT-OF-WAY SIGNS

Well detailed railroad right of way signs in exact sizes and shapes as modern railroad signs. Raised letters are black against white background. Made of plastic. Signs include: Yard Limit, Resume Speed, Restricted Speed Zone, R. R. Property, High Voltage, Junction 1 Mile, R. R. Crossing, etc. Two dozen to carton.

No. 53700—Mfr. No. 1282

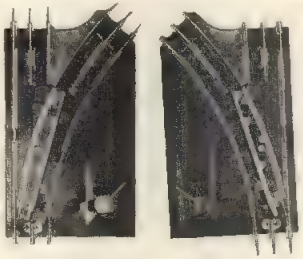
Dealer Price ..... **Y5-46 O**
Suggested Retail Price ..... **$ .69 ea.**
Inv...... **Pur.**.....

MANUAL SWITCHES

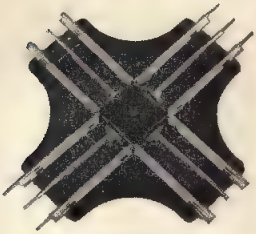
Set consists of electric left hand switch and electric right switch, both manually operated. Switches are finished in dull black enamel. Packed each set in box, one half dozen sets to carton.

No. 53703 — Mfr. No. 610

Dealer Price ..... **O92-28 E**
Suggested Retail Price ..... **$3.49 ea.**
Inv. **Pur.**.....



MARX TRAIN ACCESSORIES

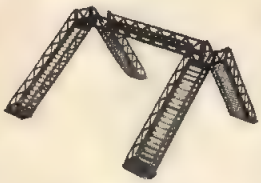


TRAIN CROSSOVER

Consists of portions of two tracks at right angles, mounted on metal base and measuring 7½" x 7½". .027 gauge. Indispensable to the electr'c train fan. One dozen to carton.

No. 53701—Mfr. No. 607

Dealer Price	G7-65 R
Suggested Retail Price	$ .98 ea.
Inv.	Pur.

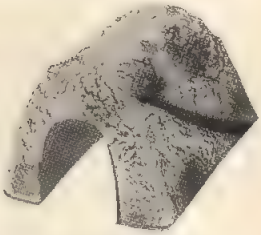


OVERHEAD FOOT BRIDGE

Made of heavy grade steel in five sections. Very simply set up. Interlocks into one unit. Size 13½" long, 15" wide, 7½" high when set up. Each in box. Dozen per carton.

No. 53702—Mfr. No. 1340

Dealer Price	R4-78 K
Suggested Retail Price	$1.19 ea.
Inv.	Pur.

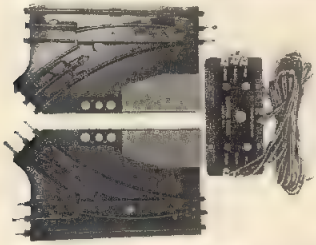


TRAIN TUNNEL

A realistic model tunnel designed in sturdy, molded fibre. Has mountain contours, roads and snow-capped mountain peaks. Measures 15" in length, 12" in width, 9" in height. Has realistic coloring.

No. 53706—Mfr. No. 200
GENERAL FIBRE CO.

Dealer Price	H51-04 R
Suggested Retail Price	$1.59 ea.
Inv	Pur.

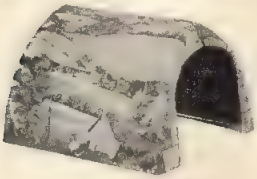


REMOTE CONTROL SWITCHES

Almost a necessity for any model train layout. Set consists of four-button control panel with wires, one each remote control left-hand right-hand switches. Provides many variations of track layouts. Set is in folding box. Three sets per carton.

No. 53705 — Mfr. No. 1590

Dealer Price	L65-20 H
Suggested Retail Price	$7.95 ea.
Inv.	Pur.

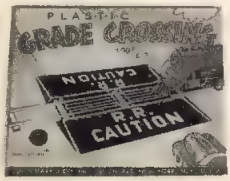


METAL TRAIN TUNNEL

Realistic model train tunnel made entirely of metal in clever arrangements so that tunnel can be split in two parts. Size 10½" long, 8½" wide, 7" high. Packed 12 in carton.

No. 53707—Mfr. No. 390

Dealer Price	T4-65 A
Suggested Retail Price	$ .98 ea.
Inv.	Pur.

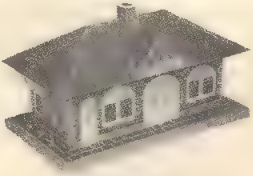


GRADE CROSSING

A realistic grade crossing with a double ramp. Center grooved to fit tracks. Made of sturdy plastic. Size 8½" long, 7½" wide, Each in box. 12 per carton

No. 53727—Mfr. No. 066

Dealer Price	C5-46 E
Suggested Retail Price	$ .69 ea.
Inv.	Pur.



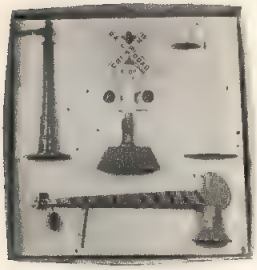
WHISTLING STATION

Press a button and hear realistic train whistles. Made of lithographed steel, cutout windows. Has remote control panel and connecting wires. Size 9" x 5½" x 5". Six per carton.

No. 53731—Mfr. No. 2969

Dealer Price	X73-90 D
Suggested Retail Price	$5.95 ea.
Inv.	Pur.

MARX TRAIN ACCESSORIES



RAILROAD SIGNAL SET

Set consists of lamp post 6" high, semaphore with movable arms and ladder 6⅛" high; manually operated crossing gate, 8¼" wide and crossing signal, 6" high. 1 dozen sets to carton.

No. 53708—Mfr. No. 0321

Dealer Price ..... R61-10 N
Suggested Retail Price ..... $1.69 ea.
Inv._____ Pur._____

FLOODLIGHT TOWER

Newly designed electric floodlight tower with two floodlights mounted on girder type elevated structure. Measures 11¼" high. Packed individually in box. One dozen to carton

No. 53711—Mfr. No. 416

Dealer Price ..... F51-30 L
Suggested Retail Price ..... $1.98 ea.
Inv._____ Pur._____

TWIN LAMP POST

Newly designed lamp post attractively finished in baked enamel with double light reflectors. Complete with two 12-volt Mazda frosted bulbs and track connector. 7½" high. Six to carton.

No. 53713—Mfr. No. 429

Dealer Price ..... A41-30 H
Suggested Retail Price ..... $1.98 ea.
Inv._____ Pur._____

SWITCHMAN'S TOWER

Measures 9¼" high with 2¾" square base. Attractively designed, realistic appearing Switchman's Tower with light Complete with bulb and track connector Packed, each in a folding box. Six to carton. Weight 4¼ pounds

No. 57314—Mfr. No. 413

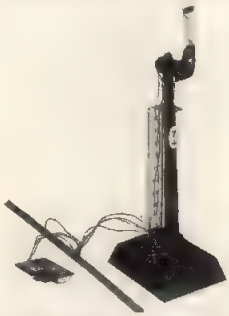
Dealer Price ..... R61-10 E
Suggested Retail Price ..... $1.69 ea.
Inv._____ Pur._____

R.R. CROSSING GATE

Measures 7½" high, base 2¾" square Gate arm, 9" long, black and white stripe with red jewel at end. As train passes gate arm lowers automatically, and raises after train has passed. Six to carton. Weight 4½ pounds.

No. 53715—Mfr. No. 438

Dealer Price ..... T81-37 L
Suggested Retail Price ..... $1.98 ea.
Inv._____ Pur._____



AUTOMATIC SEMAPHORE

Measures 9" high. Replica of modern automatic semaphore. The metal semaphore arm is lithographed. Ladder is chrome plated. Fully automatic, having red, amber and green lights. Six to carton

No. 53716—Mfr. No. 439

Dealer Price ..... F51-95 L
Suggested Retail Price ..... $2.95 ea.
Inv._____ Pur._____

MARX TRAIN ACCESSORIES

BLOCK SIGNAL

7" high. Automatic block signal complete with track connectors and bulbs. Die-cast base 3¼" x 2½". Chrome finish ladder. Switch at rear operates signal. Six to carton.

No. 53717—Mfr. No. 454

Dealer Price ..... O71-63 L
Suggested Retail Price $2.49 ea.
Inv ..... **Pur** .....

4-LIGHT FLOOD TOWER

Lights may be revolved or tilted. The girder-type tower is constructed of sturdy detailed plastic. Lights complete with bulbs. Track connector included. Six to carton.

No. 53718—Mfr. No. 0416

Dealer Price ..... R91-95 E
Suggested Retail Price ..... $2.98 ea.
Inv..... **Pur**.....

AUTOMATIC BELL RINGER

Railroad Crossing Signal with attractively finished bell and base. Bell rings continuously as train approaches and keeps ringing until train has passed intersection. 7½" high. Six to carton.

No. 53719—Mfr. No. 418

Dealer Price ..... D31-43 M
Suggested Retail Price ..... $2.19 ea.
Inv..... **Pur**.....

TWIN LIGHT FLASHER

Measures 7¾" high. Latest type automatic Twin Light Flashing Signal which lights automatically from side to side. Complete with two bulbs and track connector. Six to carton.

No. 53721—Mfr. No. 423

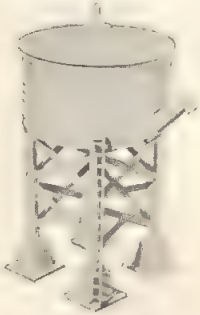
Dealer Price ..... O11-35 E
Suggested Retail Price ..... $1.98 ea.
Inv..... **Pur**.....

REVOLVING BEACON

Lighted beacon with red reflectors, mounted on plastic girder-type tower. Light complete with bulb. Track connector supplied. 12½" high, 4½" at base. Six to carton.

No. 53722—Mfr. No. 0446

Dealer Price ..... N21-52 B
Suggestd eRetail Price ..... $2.39 ea.
Inv..... **Pur**.....



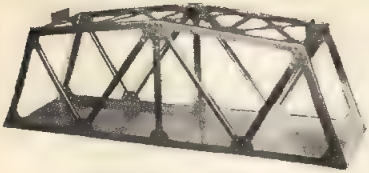
PLASTIC WATER TOWER

Large size, sturdy, realistic looking water tower, 8¼" high. Tank 4¼" in diameter. Tank has realistic ribs and steel-type understructure, imbedded in cement-type blocks Packed 12 to carton.

No. 53735—Mfr. No. 065

Dealer Price ..... E3-65 B
Suggested Retail Price ..... $.98 ea.
Inv..... **Pur**.....

MARX TRAIN ACCESSORIES

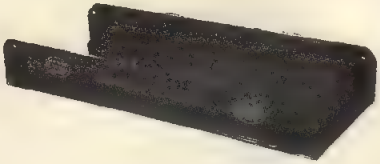


RAILROAD TRESTLE BRIDGE

Realistic long-span railroad trestle. All-steel construction. Accurately embossed. Measures 18" long, 5" wide, and 6¼" high. In beautiful baked enamel finish. A "must" for every miniature railroad layout. Six dozen to carton.

No. 53709—Mfr. No. 1320

Dealer Price ..... A8-97 D
Suggested Retail Price ..... $1.49 ea.
Inv. ..... Pur. .....

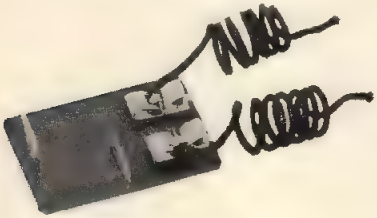


RAILROAD GIRDER BRIDGE

12" long, 5⅛" wide, 2" high. Constructed of steel in modern Railroad Girder Bridge design. All details are deeply embossed. Finished in black baked enamel, with authentic decals on sides, Great Northern, N.Y.C. System, P.R.R. Packed one dozen to carton.

No. 53710—Mfr. No. 1305

Dealer Price ..... M1-65 A
Suggested Retail Price ..... $ .98 ea.
Inv. ..... Pur. .....



TRACK CONNECTOR

Measures 1¾" long by 1⅛" wide. Transmits power from transformer to various train accessories. Three Dozen to carton.

No. 53724—Mfr. No. 600

Dealer Price ..... E6-08 I
Suggested Retail Price ..... $ .12 ea.
Inv. ..... Pur. .....

"O" GAUGE ELECTRIC TRACK SECTIONS

No. 53725 (Straight)—Mfr. No. 601

Dealer Price ..... T8-13 C
Suggested Retail Price ..... $ .19 ea.
Inv. ..... Pur. .....

No. 53729 (Curved)—Mfr. No. 602

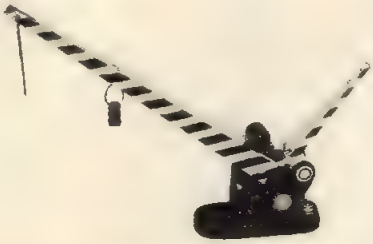
Dealer Price ..... T8-13 C
Suggested Retail Price ..... $ .19 ea.
Inv. ..... Pur. .....

AUTOMATIC LIGHTED CROSSING GATE

Both arms lower automatically when train passes. Red jewels in dome which light up as train approaches. Base is 4" x 1¾". Overall gate measurements 13¼" long. Completed with track connections.

No. 53730—Mfr. No. 1438

Dealer Price ..... M32-60 R
Suggested Retail Price ..... $3.95 ea.
Inv. ..... Pur. .....



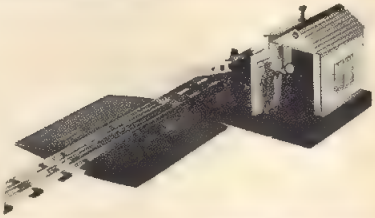
MARX TRAIN ACCESSORIES

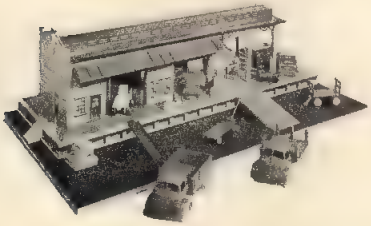
AUTOMATIC GATEMAN'S CROSSING

The automatic signal man operates as train approaches station. The gate lowers, door opens and watchman appears bearing "Stop" sign. Overall width 11¼". Six dozen to carton.

No. 53732—Mfr. No. 1439

Dealer Price ..... B73-25 N
Suggested Retail Price ..... $4.95 ea.





EXPRESS RAILWAY TERMINAL WITH ACCESSORIES

Automatically detailed steel station with large loading platform, offices and storage areas. 29" long, 11¼" wide, 9" high. Set includes vehicles and trucks of all descriptions, all types of boxes, barrels, cartons, etc. Shipped K.D.. Six sets to carton.

No. 53734 —Mfr.No. 5420

Dealer Price ..... U23-25 S
Suggested Retail Price ..... $4.95 ea.
Inv...... **Pur.**.....

EXPRESS RAILWAY TERMINAL DISPLAY SET-UP

No. 53733 — Mfr. No. 5420 D

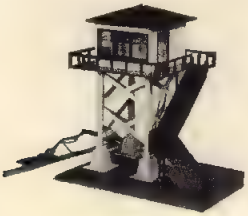
Dealer Price ..... N76-00 E
Suggested Retail Price ..... $6.00 ea.
Inv...... **Pur.**.....

LIGHTED RAILROAD STATION

Made of brightly colored lithographed steel. Station depicts waiting room, express office, baggage room, etc. Has platform and ramp, cutout windows through which lights shine. Well detailed and designed. Measures 20¾" long, 10" wide, 5¼" high. Shipped K.D. Twelve per carton.

No. 53737 — Mfr. No. 4411

Dealer Price ..... L91-95 F
Suggested Retail Price ..... $2.98 ea.
Inv. ..... **Pur.** .....



LIGHTED SWITCHMAN'S TOWER

Constructed of sturdy plastic. As train approaches tower, switchman bearing green flag appears through doors. Other man moves from window to control lever. Illuminated Measures 7½" high, 4½" wide, 7½" long. Six per carton.

No. 53739 — Mfr. No. 2939

Dealer Price ..... B73-25 N
Suggested Retail Price ..... $4.95 ea.
Inv...... **Pur.** .....

DEFIANCE PLANES
MADE BY STANLEY
Adjustable Bench

Double plane iron, fully adjustable Tempered tool steel cutter, ground on both sides. Plane sides and bottom ground smooth. Japanned finish with red hardwood handle and knob.

Smooth

No.	Length bottom	Cutter	Wt. ea.,	Each
1203	8 ins.	1¾ ins.	2¾ lbs.	$4.25
1204	9 "	2 "	3 "	4.40
		Jack		
1205	14 ins.	2 ins.	3½ lbs.	5.45

One in a box.

Smooth

No.	Length bottom	Cutter	Wt. ea.,	Each
1243	8 ins.	1¾ ins.	2⅝ lbs.	$3.35
		Jack		
1245	14 ins.	2 ins.	2⅞ lbs.	$4.00

One in a box.

Adjustable Block

Tempered cutter adjustable endwise by a steel screw. Black hardwood knob. Bottom milled, sides ground. Japanned.

No.	Length	Cutter	Wt. ea.	Each
1220	7 ins.	1⅝ ins.	1½ lbs.	$2.25

One in a box.

Non-Adjustable Block

Cadmium plated with red lever cap. Tempered cutter. Black hardwood knob. Bottom milled. Sides ground.

No.	Length	Cutter	Wt. ea.	Each
1247	7 ins.	1⅝ ins.	1⅝ lbs.	$1.50

One in a box.

LOW ANGLE

Black finish on lever cap and sides. Tempered cutter. Bottom milled and ground.

No.	Length	Cutter	Wt. ea.	Each
1248	5½ ins.	15/16 in.	⅞ lb.	$1.10

One in a box

STANLEY PLANES
"Bailey" Iron

Cast iron frames, polished sides and bottoms. Rosewood handles and knobs. Tool steel cutters are adjustable endwise and sidewise.

Smooth, Plain Bottoms

No.	Length ins.	Width Cutter, ins.	Wt. lbs.	Each
2	7	1⅝	2½	$7.45
3	8	1¾	3½	7.50
4	9	2	3¾	7.80
4½	10	2⅜	5	9.35

Smooth, Corrugated Bottoms

No.	Length ins.	Width Cutter, ins.	Wt. lbs.	Each
3C	8	1¾	3½	$7.70
4C	9	2	3¾	8.00
4½C	10	2⅜	4¾	9.65

Jack, Plain Bottoms

No.	Length ins.	Width Cutter, ins.	Wt. lbs.	Each
5½	11½	1¾	3¾	$ 8.25
5	14	2	5	8.70
5½	15	2⅜	6	11.50

Jack, Corrugated Bottoms

No.	Length ins.	Width Cutter, ins.	Wt. lbs.	Each
5C	14	2	4¾	$ 8.85
5½C	15	2⅜	5⅞	11.70

Fore, Plain Bottom

No.	Length ins.	Width Cutter, ins.	Wt. lbs.	Each
6	18	2⅜	7⅝	$13.05
		Fore, Corrugated Bottom		
6C	18	2⅜	7⅝	13.35
		Jointer, Plain Bottoms		
7	22	2⅜	8½	15.60
8	24	2⅜	9⅝	17.70
		Jointer, Corrugated Bottoms		
7C	22	2⅜	8½	15.90
8C	24	2⅜	9⅝	18.00

Above one in a box.

STANLEY PLANES
"Bailey" Wood Bottom

Bottoms of selected, well seasoned beech.

No.	26
Length, inches	15
Width cutter, ins.	2
Weight each, lbs.	3¾
Jack Plane, each	$4.75

One in a box

Block Planes

Japanned Trimmings

No.	100
Length, inches	3½
Width cutter, ins.	1
Weight each, lbs.	⅛
Each	$1.25

One in a box

Japanned Trimmings

No.	101
Length, inches	3½
Width cutter, ins.	1
Weight each, lbs.	⅜
Each	$1.00

Twelve in a box.

Japanned Trimmings

No.	102
Length, inches	5½
Width cutter, ins.	1⅝
Weight each, lbs.	⅞
Each	$1.75

One in a box.

Japanned Trimmings

No.	110
Length, inches	7
Width cutter, ins.	1⅝
Weight each, lbs.	1¾
Each	$2.65

One in a box.

STANLEY PLANES
Block Planes

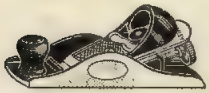
LEVER ADJUSTMENT

Japanned Trimmings

No.	120
Length, inches	7½
Width cutter, lbs	1⅝
Weight each, lbs.	1⅝
Each	$2.65

One in a box

SCREW ADJUSTMENT



Japanned Trimmings

No.	203
Length, inches	5½
Width cutter, ins	1⅝
Weight each, lbs	1¼
Each	$2.95

One in a box

Japanned Trimmings

No.	220
Length, inches	7
Width cutter, ins.	1⅝
Weight each, lbs	1¼
Each	$2.95

One in a box

STANLEY PLANES
Block Planes

SCREW AND LEVER ADJUSTMENT

Knuckle Joint, Nickeled Trimmings

Nos.	18	19
Length, inches	6	7
Width cutter, ins	1⅝	1⅝
Weight each, lbs	1¼	1⅝
Each	$5.55	$4.95

One in a box

Japanned Trimmings

Nos.	9¼	9½	15
Length, inches	6	6	7
Width cutter, ins	1⅝	1⅝	1⅝
Weight each, lbs	1½	1½	1⅝
Each	$3.45	$4.35	$4.00

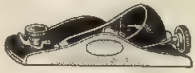
One in a box

LOW ANGLE, SCREW ADJUSTMENT

Japanned Trimmings

Nos.	60½	65½
Length, inches	6	7
Width cutter, ins	1⅝	1⅝
Weight each, lbs	1¼	1⅝
Each	$4.35	$4.15

One in a box



Nickeled Trimmings

Nos.	60
Length, inches	6
Width cutter, ins	1⅝
Weight each, lbs	1¼
Each	$4.15

One in a box

STANLEY PLANES
Block Planes

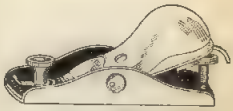
LOW ANGLE, SCREW ADJUSTMENT

Nickeled Trimmings

No.	65
Length, inches	7
Width cutter, ins.	1⅝
Weight each, lbs	1⅝
Each	$5.40

One in a box

STEEL ADJUSTABLE



Bottom and adjustable front made of steel; cap, sides and bottom polished. Knuckle joint.

No.	818
Length, inches	6
Width cutter, ins.	1⅝
Weight each, lbs	1¼
Each	$4.90

One in a box

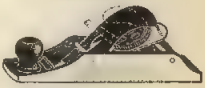
STEEL SCHOOL

Low angle, screw adjusting cutter, non-adjusting throat, japanned trimmings. For manual training schools.

No. 118—Length 6 ins., width cutter 1⅝ ins. wt. 1¼ lbs. . . . . Each $4.60

One in a box

DOUBLE END



NON-ADJUSTABLE

Japanned trimmings, rosewood knob. A combination block and bull nose plane, having two slots and two cutter seats.

No.	130
Length, inches	8
Width cutter, ins.	1⅝
Weight each, lbs.	1⅝
Each	$3.85

One in a box

STANLEY PLANES

EDGE TRIMMING

For trimming or smoothing the edge of boards, cutter works on a skew, wood blocks of various bevels may be attached to make slanting cut. Japanned trimming.

No.	95
Length, inches	6
Width cutter, ins.	1 1/16
Weight each, lbs	1¼
Each	$4.50

One in a box

MODEL MAKERS

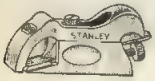
Specially designed for model makers, violin makers, pattern makers, etc. Bottom is curved in both directions, ⅞ inch radius on the width and 12 inch radius on the length.

No.	100½
Length, ins.	3½
Width of cutter, ins.	1
Weight each, lbs	⅝
Each	$2.15

Three in a box

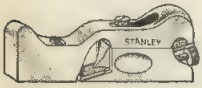
CABINET MAKERS' RABBET

For fine cabinet or other work where extreme accuracy is required. The sides and bottom are square with each other, the plane will lie perfectly flat on either side, and can be worked right or left hand, adjustable throats. Screw adjustment, nickel plated.



No.	90
Length, inches	4
Width cutter, ins.	1
Weight each, lbs.	1¼
Each	$7.75

One in a box



Nos.	92	93
Length, inches	5½	6½
Width cutters, ins.	¾	1
Weight each, lbs	1	1¼
Each	$9.35	$10.92

One in a box

STANLEY PLANES

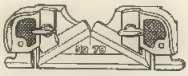
BULL NOSE RABBET

Adjustable, japanned trimmings.

No.	75
Length, inches	4
Width cutter, ins.	1 1/16
Weight each, lbs.	⅝
Each	$1.85

One in a box

SIDE RABBET



For side rabbetting in trimming dados, mouldings, grooves, etc. Reversible nose piece allows it to be worked up into close corners. Nickel plated.

No.	10
Length, inches	5½
Width cutter, ins.	½
Weight each, lbs.	1
Each	$5.05

One in a box

IMPROVED RABBET

Will lie flat on either side and can be used with right or left hand while planing into corners, etc. Fitted with a spur and detachable depth gauge.

Nos.	190	191	192
Length, ins.	8	8	8
Width cutter, ins.	1½	1¼	1
Weight each, lbs.	2¼	2¼	2
Each	$5.15	$5.15	$5.15

One in a box

BENCH RABBET

Screw and lever adjustment, japanned trimming, especially adapted for heavy work. Cutters adjustable endwise and sidewise.

Nos.	10	10½
Length, inches	13	9¾
Width cutter, ins.	2⅛	2⅛
Weight each, lbs.	4¼	3¼
Each	$13.20	$12.10

One in a box

STANLEY PLANES

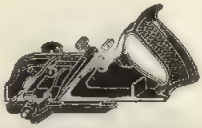
DADO

With skew cutters, an adjustable depth gauge, and two adjustable spurs, one on each side of the plane. Japanned trimmings.

No.	Length ins.	Width. Cutter, ins.	Wt. lbs.	Each
39	8	⅜	1¾	$7.15
	8	½	1⅞	7.15
	8	¾	2	7.15

One in a box

DUPLEX



With two seats for the cutter, one for regular work and one where a bull nose is required. The adjustable fence can be used on either side.

No.	78
Length, inches	8½
Width cutter, ins.	1½
Weight each, lbs.	3
Each	$6.20

One in a box

STANLEY PLANES

SCRUB

Japanned trimmings, hardwood handle and knob. Single cutter with rounded edge, designed for rough work.

No.	40
Length, inches	9⅛
Width, cutter, ins.	1¼
Weight each, lbs.	2⅛
Each	$5.15

One in a box

ROUTER

Nickel plated. Adjustable cutters can be held on front of cutter post for regular work, or on back for bull nose work. Furnished with an attachment to close the throat for using on narrow surfaces. Furnished with ¼ and ½ inch router and a V or smoothing cutter. Length 7½ inches.

No. 71—Weight, 2⅝ lbs. Each $7.45

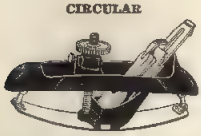
One in a box

For narrow work in cabinet and pattern making, for letting in lock plates. ¼-inch cutter, length 3 inches. Nickel plated.

No. 271—Weight ⅝ lb. Each $1.85

One in a box

CIRCULAR



Face is fastened at each end to the plane body, and adjusted at center by a screw. Length 10 inches, 1¾ inch cutter.

No. 20—Weight 4 lbs. Each $18.25

One in a box

PLANE IRONS

STANLEY PLANE IRONS FOR BENCH AND CIRCULAR PLANES

The Single Irons of the same size are identical; thus a 2⅝ in. Single Iron fits all Planes that take a 2⅝ in. plane iron. The Cap Iron (which combined with Single Iron makes the Double Iron), however, is not the same in all cases on the Iron, Wood and Circular Planes and is therefore not interchangeable. **In ordering be sure to give the number of the plane, size of Iron and state whether Single or Double Irons are required.**

Single

Double

Size, ins.	Used in planes nos.	Single, each	Double, each
1¾	1	$0.90	$1.30
1⅝	2, 2C, 602	1.00	1.40
1⅝	3, 3C, 5¼, 5¼C, 603, 603C, 505¾	1.10	1.50
1⅝	113	1.10	1.50
1⅝	20	1.10	1.50
1¾	22	1.10	1.50
2	4, 4C, S4, A4, 5, 5C, S5, A5, 604, 604C, 605, 605C, 1104, 1105	1.10	1.50
2	9	1.10	1.50
2	24, 26, 35	1.10	1.50
2⅛	10, 10¼, 10½	1.30	1.70
2⅜	4½, 4½C, 5½, 5½C, 605½, 605½C, 6, 6C, A6, 7, 7C, 604½, 604½C, 606, 606C, 607, 607C, 61	1.40	1.90
2⅜	11	1.40	1.90
2⅜	28, 31, 36	1.40	1.90
2⅜	8, 8C, 608, 608C	1.40	1.90
2⅝	32	1.40	1.90

Six in a box

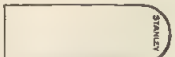
FOR "GAGE" IRON PLANES

Size, ins.	Used in planes nos.	Each
1¾	G3, G3C	$0.80
2	G4, G4C, G5, G5C	.85
2¼	G6, G6C	.95
2½	G7, G7C	1.10

Six in a box

FOR STANLEY AND "BAILEY" BLOCK PLANES

In ordering specify size and whether adjustable or non-adjustable cutters are wanted.



NON-ADJUSTABLE

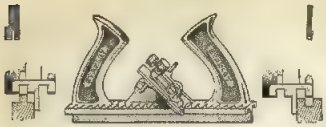
ADJUSTABLE

Size, ins.	Used in planes nos.	Each
1	100, 101	$0.25
1⅝	60, 60½, 61, 203	.50
1⅝	102	.36
1⅝	103	.45
1⅝	9½, 15, 16, 17, 18, S18, A18, 118, 19, 63, 65, 65½, 120, 131, 220	.50
1⅝	110, 130, 1120	.45
1⅝	140	.70
2	62, 164	1.10

Six in a box

STANLEY PLANES

DOUBLE END MATCH

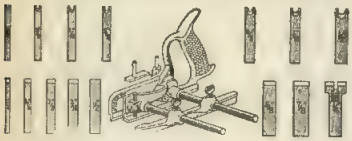


Nickel plated

These planes have two separate cutters, a plow, and a tongue tool, both governed by one permanent fence. The tongue tool has one edge wider than the other, which overhangs one side when tonguing on center. Both tongue and groove are cut by working the tool in the same direction, by merely reversing it end for end. The planes are nickle-plated and have iron handles cast with the body. Cuts ¼-inch grooves on boards ¾- to 1-inch.

No. 148—Centers on ⅞ inch, wt. 2¾ lbs. ..... Each $3.90
One in a box

PLOW, BEADING, MATCHING AND RABBET

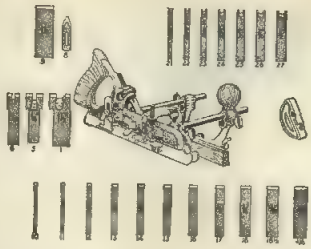


A small combination plane for light work, fitted with spurs, depth gauge shaving deflector and fence, fence has 5 inch adjustment, nickel plated.

The cutters comprise 9 plow and dado bits: ⅛, 3/16, ¼, 5/16, ⅜, 7/16, ½, ⅝ and ⅞ inch; 7 beading tools, ⅛, 5/16, ¼, 5/16, ⅜, 7/16, and ½ inch; and a ¼ inch tonguing tool.

No. 50—Length 9¾ ins., with 17 cutters, wt. 3½ lbs. ea. $19.30
One in a box

PLOW, DADO, BEADING, RABBET, MATCH, ETC.



Seven tools in one in compact and practical form. 1. Beading and center beading plane. 2. Plow. 3. Dado. 4. Rabbet and filletster. 5. Match plane. 6. Sash plane. 7. Slitting plane.

The plane has two principal parts, a main stock and a sliding section. The main stock carries the handle, cutter adjustment, a slitting tool, depth gauge, and forms a bearing for one edge of the cutter. The sliding section slides on two arms secured in the stock and has a bearing for the other edge, allowing cutters of different width to be used. A fence also slides on these arms for use when working as a plow, beader or filletster, to gauge the distance from the cutter to the edge of the board, and to keep the cutter at right angles to same. When used as a filletster, the fence slides under the bottom of the plane and determines the width of cutter exposed to the work.

The plane is fitted with spurs for use across the grain, etc., and can be used either right or left hand.

For beading at a distance from the edge of a board, attach cam rest (see cut at right of plane) to the front arm between the sliding section and fence to prevent the fence sagging. In certain work attach same to the rear arm to prevent the plane from rocking.

Nickel-plated rosewood handle, knob and fence.

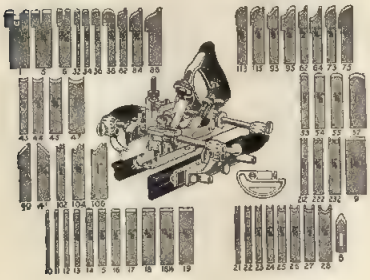
Following cutters furnished with each plane.

No.			Price
1	1½ inch	sash tool	Each $0.95
5	¼ "	match tool	" .90
6	5/16 "	match tool	" .85
8		slitting tool	" .85
9	1¼ "	filletster	" .70
10	⅛ inch	plow and dado tool	" .60
11	3/16 "	" " " "	" .60
12	¼ "	" " " "	" .60
13	5/16 "	" " " "	" .60
14	⅜ "	" " " "	" .65
15	7/16 "	" " " "	" .65
16	½ "	" " " "	" .65
17	5/8 "	" " " "	" .65
18	¾ "	" " " "	" .65
18½	13/16 "	" " " "	" .65
19	⅞ "	" " " "	" .70
21	⅛ "	beading tool	" .65
22	3/16 "	" "	" .65
23	¼ "	" "	" .65
24	5/16 "	" "	" .65
25	⅜ "	" "	" .65
26	7/16 "	" "	" .65
27	½ "	" "	" .65

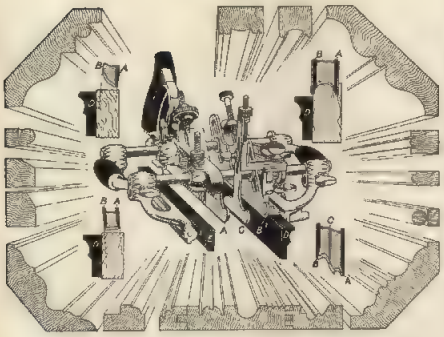
No. 45—Plane with 23 cutters, wt. 9½ lbs. ..... Each $27.95
Extra Cutters—In sets ..... set 8.00
No. 23—⅜ inch beading tool ..... Each $0.70
One in a box

STANLEY PLANES
"The Fifty-Five"

The following cutters are furnished with each plane. The price is given in case duplicates should be required.



No. 1	1 1/2	inch	Sash Tool	each	$ .85
No. 5	1/4	"	Match Tool	"	.90
No. 6	3/16	"	Match Tool	"	.85
No. 8			Slitting Tool	"	.65
No. 9	1 1/4	"	Filletster	"	.70
No. 10	1/2	"	Plow and Dado Tool	"	.60
No. 11	3/16	"	" " " "	"	.60
No. 12	1/4	"	" " " "	"	.60
No. 13	5/16	"	" " " "	"	.60
No. 14	3/8	"	" " " "	"	.65
No. 15	7/16	"	" " " "	"	.65
No. 16	1/2	"	" " " "	"	.65
No. 17	5/8	"	" " " "	"	.65
No. 18	3/4	"	" " " "	"	.65
No. 18½	13/16	"	" " " "	"	.65
No. 19	7/8	"	" " " "	"	.70
No. 21	1/2	"	Beading Tool	"	.65
No. 22	3/16	"	" "	"	.65
No. 23	1/4	"	" "	"	.65
No. 24	5/16	"	" "	"	.65
No. 25	3/8	"	" "	"	.65
No. 26	7/16	"	" "	"	.65
No. 27	1/2	"	" "	"	.65
No. 28	5/8	"	" "	"	.70
No. 32	1/4	"	Fluting Tool	"	.70
No. 34	3/8	"	" "	"	.70
No. 36	1/2	"	" "	"	.70
No. 38	3/4	"	" "	"	.70
No. 40	3/4	"	Chamfer Tool	"	.75
No. 41	7/8	"	" "	"	.75
No. 43	1/2	"	Hollow	"	.65
No. 44	5/8	"	"	"	.65
No. 45	3/4	"	"	"	.65
No. 47	1	"	"	"	.70
No. 53	1/2	"	Round	"	.65
No. 54	5/8	"	"	"	.65
No. 55	3/4	"	"	"	.65
No. 57	1	"	"	"	.70
No. 62	1/2	"	Quarter Hollow	"	.70
No. 64	3/4	"	" "	"	.70
No. 73	5/8	"	Quarter Round	"	.70
No. 75	7/8	"	" "	"	.70
No. 82	1/2	"	Reverse Ogee	"	.70
No. 84	3/4	"	" "	"	.70
No. 86	1	"	" "	"	.70
No. 93	5/8	"	Roman "	"	.70
No. 95	7/8	"	" "	"	.70
No. 102	1/2	"	Grecian "	"	.65
No. 104	3/4	"	" "	"	.70
No. 106	1	"	" "	"	.70
No. 113	3/4	"	1/4 Round with Bead	"	.70
No. 115	7/8	"	1/8 " " "	"	.70
No. 212	1/2	"	Reeding, Tool 2 Bead	"	.70
No. 222	3/16	"	" " 2 "	"	.70
No. 232	1/4	"	" " 2 "	"	.70



This tool, in addition to being a beading and center beading plane, a plow, dado rabbet, filletster, and match plane, a sash plane and a slitting plane, is also a superior moulding plane, and will accommodate cutters of almost any shape and size. In fact, it is "A PLANING MILL WITHIN ITSELF."

The samples of work illustrated, show some of the mouldings that can be made with cutters regularly furnished with each plane.

It has: A main stock "A" which carries the cutter adjustment, a handle, a depth gauge, a slitting gauge, and has a steel bottom forming a bearing for one edge of the cutter. A sliding section "B" with a steel bottom gives bearing for the other edge of the cutter and slides on arms secured in the main stock. This bottom can be raised or lowered so that, in addition to allowing the use of cutters of different widths, cutters can be used having one edge higher or lower than the edge supported in the main stock. An extra support or stop is necessary for cutters which first enter the wood at a point between the outside edges, and is a benefit for such cutters, which, if the plane were accidentally tilted, would tend to gouge the work. The auxiliary center bottom "C" which can be adjusted for width or depth, fulfills this requirement. Fence, "D" has a lateral adjustment, by means of a screw, for extra fine work. The fences can be used on either side of the plane, and the rosewood guides can be tilted to any desired angle up to forty-five degrees, by loosening the screws on the face. Fence "E" can be reversed for center beading wide boards

The plane is fitted with spurs, also a special cam rest, to be located on the front arm when working at a distance from the edge of the board, to keep the fence from sagging, or on the rear arm on certain work, to prevent the possibility of the plane rocking.

The four small cuts in the corners, show how the bottoms should be set for different forms of cutters, and the great importance of having the fences adjusted so that the cutters will not run.

Nickel-plated, rosewood handle and fences

No. 55 Length 10 inches, with 55 cutters, wt. 15 lbs. ..... Each $59.95

One in a box

PLANE PARTS WHICH ARE INTERCHANGEABLE

FOR BAILEY AND STANLEY BLOCK PLANES

Part No.	Name of Part	For Plane No.	Also used on Planes No.
1	Single Plane Iron	9½	9¾, 15, 15½, 16, 17, 18, 19, 63, 65, 65½
		60	60½, 61, 203, Adjustable
		62	.62
		100	101 Non-adjustable
		102	102 Adjustable
		103	103 Adjustable
		110	130 Non-adjustable
		120	120 Adjustable
		140	140 "
		220	131 "
4	Lever Cap	9½	9¾, 15, 15½, 65½, Japanned
		16	17, 63, nickel
		18	19, 65, "
		60	61
		60½	60½
		62	62
		100	101
		102	103
		110	120, 130
		131	220
		140	140
		203	203
5	Lever Cap Screw	9½	9¾ 15, 15½, 16, 17, 62, 131, 220
		18	19
		60	60½, 61, 63, 65½
		III	65
		140	140
		203	203
6	Frog Complete	60	60½, 61, 63, 65, 65½
		62	62
		103	120
		131	131
		140	140
		203	220
7	Adjusting Lever	9½	9¾, 15. 15½, 16, 17, 18, 19
8	Adjusting Nut	9½	9¾, 15, 15½
		16	17, 18, 19
		60	65, 61, 63
		60½	65½
		62	62
		131	131
		220	140
		203	
9	Lateral Adjusting Lever	9½	9¾, 15. 15½, 16, 17, 18, 19
12	Plane Knob	110	120, 130, 131, 140, 220, 63
		203	61
21	Eccentric Plate	9½	9¾, 16, 15½, 16, 17, 18, 19 65, 65½
		60	60½
		62	62
22	Finger Rest Knob	9½	9¾, 15, 15½
		16	17, 18, 19
		60	65
		60½	65½
		62	62
	Plane Irons		
	1"	100	101
	1⅜"	60	60½, 61, 203
	1⅜"	102	103
	1⅝"	9½	9¾, 15, 15½, 16, 17, 18, 19, 63, 65, 65½, 120, 131, 220
	1⅝"	110	130
	1¾"	140	140
	2"	62	64
	2"	64	Special

FOR BAILEY AND BEDROCK IRON BENCH PLANES

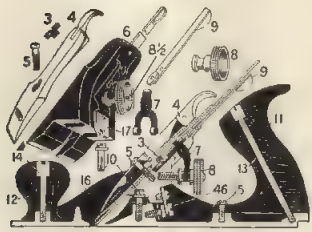
Part No.	Name of Part	For Plane No.	Also used on Planes No.
3	Cap Screws	2	2 to 8, 602 to 608, 22 to 37 inclusive
4	Lever Cap	2	602
		3	5¼, 603
		4	5, 604, 605
		4½	6, 7, 604½, 606, 607
		5½	605½
		8	608
5	Lever Cap Screw	2	2 to 8, 602 to 608, 22 to 37 inclusive
6	Frog Complete	2	5¼
		4	5
		4½	6, 7
		8	8
		603	603
		604	605
		604½	606. 607
7	Y Adjusting Lever	2	2 to 8, 602 to 608 inclusive
8	Adjusting Nut	4	4 to 8, 604 to 608 inclusive
9	Lateral Adjusting Lever	3	3 to 8, 603 to 608 inclusive
10	Frog Screw	3	3 to 8 inclusive
11	Plane Handle	3	603
		4	5¼, 604
		4½	5, 5½, 6, 7, 8
		604½	604½ to 608 inclusive
12	Plane Knob	3	4, 5¼, 603, 604
		4½	5, 604½, 605
		5½	6, 7, 8, 605½, 606, 607, 608
13	Handle Bolt and Nut	4	5¼. 604
		4½	4½ to 8, 604½ to 608 inclusive
14	Knob Bolt and Nut	3	4, 5¼, 603. 604
		4½	5, 604½, 605
		5½	6, 7, 8, 605½, 606, 607, 608
	Plane Irons		
	1¾"	1	1
	1⅝"	2	602
	1¾"	3	3C, 20, 22, 26, 113, 603, 603C
	2"	4	4C, 5, 5C, 9, 24, 26, 35, 604, 604C, 605, 605C
	2⅛"	10	10¼, 10½
	2¼"	5	5½C, 27½, 605½, 605½C
	2⅝"	4½	4½C, 6, 6C, 7, 7C, 11, 28, 31, 36, 604½, 604½C, 606, 606C, 607, 607C
	2⅝"	8	8C, 32, 37, 608, 608C

PARTS FOR STANLEY "BAILEY" IRON PLANES

In several of the planes, the parts designated by the same name differ in form.

In these cases the corresponding parts are given the same number; and when the part is not shown directly opposite the number of the plane, it will be found in another place on the plate.

Always give the plane number and part number when ordering cutters or parts.

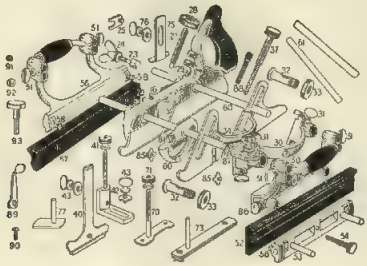


No.	Name of Part	Price for All Numbers	No. of Plane 1 2C	3 3C	4 4C	4½ 4½C	5 5C	5¼ 5¼C	5½ 5½C	6 6C	7 7C	8 8C
3	Cap Screw	$0.10										
4	Lever		.75	.85	.90	1.00	.90	.85	1.00	1 00	1.00	1.00
5	Lever Screw	.10										
6	Frog Complete—specify new or old		1.10	1.10	1.10	1.20	1.10	1.10	1.20	1.20	1.20	1.30
7	"Y" Adjusting Lever	.10										
8	Adjusting Nut		.20	.30	.30	.30	.30	.30	.30	.30	.30	.30
8	Adjusting Nut Screw	.10										
9	Lateral Adjusting Lever	.20										
10	Frog Screw	.10										
11	Rosewood Plane Handle	1.00										
8x	{ Aluminum Plane Handles }			1.50	1.50			1.50				
8x						1.50	1.50		1.50	1.50	1.50	1.50
12	Plane Knob	.60										
13	Handle Bolt and Nut	.20										
14	Knob Bolt and Nut	.20										
15	Handle Toe Screw					$0.10	$0.10	$0.10	$0.10	$0.10	$0.10	$0.10
16	Plane Bottom		$2.85	$3.20	$3.20	3.80	3.80	3.80	3.80	5.30	7 50	9.00
17	Frog Clip and Screw	.20										
46	Frog Adjusting Screw	.10										

Add 10 per cent for Corrugated Bottoms.

All parts shown on this page carried in stock.

PARTS FOR STANLEY COMBINATION PLANES



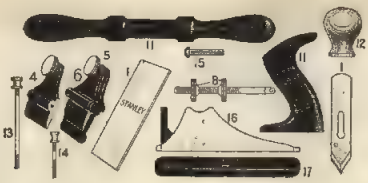
No.	Name of Part	No. of Plane	45	46	50	54	55
1	Cutters-Regular	Per Set	$ 8.00	$4.00	$7.00	$2.75	$19.00
2	Cutters-Special	Per Set	12.00				21.00
16	Main Stock or Bottom		6.50	6.50	3.50	4.00	8.00
23	Cutter Bolt		.30	.30	.30	.30	.30
24	Cutter Bolt Wing Nut		.30	.30	.30	.30	.30
25	Cutter Bolt Clip and Screw		.10	.10			.10
27	Cutter Bolt Adjusting Screw		.20				.20
28	Cutter Bolt Adjusting Wheel		.20				.20
30	Sliding Section		4.60	4.60	.60	1.65	1.75
32	Thimble						.30
33	Thimble Check Nut						.30
34	Adjustable Bottom						3.85
37	Adjustable Bottom Screw						.40
40	Auxiliary Center Bottom						.60
42	Angle Iron and Adjusting Screws						.60
50	Left Fence		3 80	3.80	3.80	3.80	5.40
52	Guard Plate (Wood)		.40				.40
53	Tilting Iron with Swivel						.80
54	Left Fence Adjusting Screw						.40
56	Right Fence						3.50
57	Right Fence Tilting Plate						.40
60	Long Arms	Each	.50	.50	.50	.50	.50
61	Short Arms	Each	.25	.25		.25	.25
70	Adjusting Depth Gauge		.40	.40	.40	.40	.40
73	Adjusting Beading Stop		.40				.60
75	Slitting Cutter Stop		.20				.20
77	Sliding Section Depth Gauge		.40				
80	Cam Rest		.80				.80
85	Spurs with Screws		.10	.10	.10		.10
88	Runner Adjusting Screw				.20	.20	
89	Cutter Adjustment Lever				.10	.10	
90	Cutter Adjustment Screw				.10	.10	
91	Cutter Adjustment Collar				.10	.10	
92	Cutter Adjustment Nut				.10	.10	
93	Special Cutter Fastening Screw				.20	.20	
94	Shaving Deflector				.20		

Screws, Nos. 29, 31, 41, 43, 51, 58, 71, 76, 81, 86 and 87, $0.20 each.

Add 30 per cent for parts 16, 30 and 50 for Plane A45.

Not carried in stock.

PARTS FOR STANLEY SCRAPER, CHAMFER AND CORE BOX PLANES



No.	Name of Part	12	12½	12¾	12¼	112	57
1	Plane Iron	$0.80	$0.80	$0.80	$0.80	$0.80	$0.60
4	Lever	.50	.50	.50	.50	.40	.30
5	Lever Srew	.20	.20	.20	.20	.20	.10
6	Frog Complete	1.40	1.40	1.40	1.20	.70	.
8	Adjusting Nut	.20	.20	.20	.20	.20	.....
11	Plane Handle	1.35	1.00	1.00	1.00	.50	.40
12	Plane Knob	.....	.....	...	...	.30	.20
13	Handle Bolt and Nut	.....	.....	.....	...	.20	.20
14	Knob Bolt and Nut	...	...	...	.	.20	.20
15	Plane Handle Screw	.10	.10	.10	.10	...	.....
16	Plane Bottom	3.00	3.00	3.00	2.00	3.00	6.50
17	Wood Bottom	...	50	1.25	.....	.....	.....

Parts shown above, factory shipment only

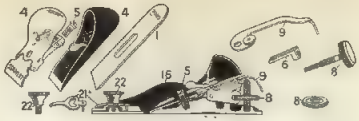
PARTS FOR STANLEY RABBET, MATCHING AND DADO PLANES

No.	Name of Part	39	48 49	78 A78	378	146 to 148	171	190 to 192	248 248A	239	278	289
1	Plane Iron	**$0.40	$0.40	$0.40	**$0.50	$1.30†	$0.80	$0.40	**$0.50	$0.50	$0.60	$0.60
4	Lever	.25	.20	.30	.20	.30	.....	.40	.....	.....	.20	.40
5	Cutting Holding Screws	.10	.....	.10	.10	.....	.....	.10	.10	.....	.10	.10
7	Adjusting Lever and Screw	.....	.....	.20	....	.	.....	.....	.....	.....	.20	.....
16	Plane Bottom	**3.80	6.40	3.20	3.50	4.60	2.90	2.90	3.90	4.60	3.20	3.70
50	Fence	.....	1.00	.65	1.15	.....	.60	.....	.80	.80	.50	.75
51	Fence Screw	.....	.....	.10	.10	.....	.10	.....	.10	.10	.10	.10
61	Fence Arm	.....	.....	.20	.20	.....	.40	.....	.20‡	.20	.20	.20
62	Fence Stop Collars and Screws	.....	.....	.....	.15	.....	.....	.....	.....	.....	.....	.....
70	Depth Gauge	.40	.....	.40	*.40	...	.....	.40	.40	.40	.40	.40
71	Depth Gauge Screw	.20		.20	.20	...	...	.20	.10	.10	.20	.20
85	Spurs with Screws	.20	.....	.10	.....	.....	.....	.10	.....	.50	.10	.10

*Specify inside or outside. **Specify size. ‡Specify long or short arm. †Groove Cutter $0.30—Match Cutter $1.00.

Parts for No. 78 carried in stock, others factory shipment only.

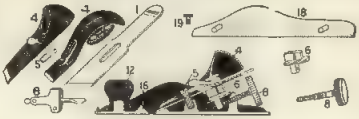
PARTS FOR STANLEY "BAILEY" AND STANLEY BLOCK PLANES



No.	Name of Part	9½ 9¼	15	16 17	S18 A18 18 19	60½ 60	62	65	65½	118
4	Lever	$0.50	$0 50	$0.70	$1.10	No. 60 $0.70 / No. 60½ .50	$0.50	$1.10	$0.50	$1.00
5	Lever Screw	.10	.10	.10	.10	.10	.10	.10	.10	.
6	Adjusting Slide	..	..	.	.	.20	20	.20	.20	*.. ..
7	Adjusting Lever	.10	.10	.10	.10	.	...	..	... .	.....
8	Adjusting Nut	.20	.20	.20	.20	.20	.20	.20	.20	*.. ..
9	Lateral Adjusting Lever	.20	.20	.20	.20		.. .	.....	..	.. ..
11	Plane Handle	.....	.	.. .	.....	.. ..	.60	...	...	.....
16	Plane Bottom	2.30	2 30	2 30	2.30	2.30	5.65	2.30	2.30	2.50
21	Eccentric Plate	20	.20	.20	20	.20	.20	.20	.20	.....
22	Finger Rest Knob	.20	.20	.20	.20	.20	.30	.20	.20	..

*Adjusting Screw and Nut one assembly on No. 118 Plane, $0.50.
Add 30 per cent for Bottom, for Plane A18.
Add 10 per cent for Bottom, for Plane S18.

PARTS FOR STANLEY BLOCK PLANES



No.	Name of Part	100½	101	100 102 *103	110	120	130	140	203	220
4	Lever	$0.20	$0.20	$0.40	$0.65	$0.40	$0.40	$0.40	$0.50	$0.50
5	Lever Screw	.10	.....	.....	.....	.....	. ...	.10	.10	.10
6	Adjusting Slide			* 30	.. . .	.30		20	.20	.20
8	Adjusting Nut	. . .			. .	..	... .	.20	.20	.20
12	Plane Knob	.	.	..	20	.20	.20	.20	.20	.20
16	Plane Bottom	1.25	.60	80	1.25	1.50	2.25	2.50	1.25	1.35
18	Detachable Slide	.. .	... .			.		.50	..	
19	Slide Screw (Pair)	. . .	.	...	... .			.20	..	. ..

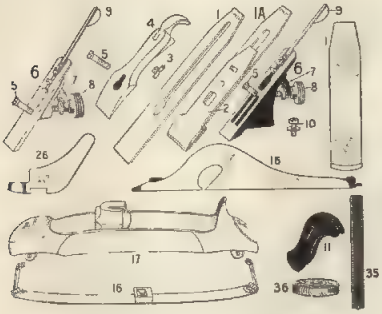
PARTS FOR STANLEY RABBET AND ROUTER PLANES

No.	Name of Part	[redacted] 92	93	94	98 99	79	71 71½ ¼", ⅛", "V"	271	75	[redacted]	97
1	Plane Iron	$0.60	$0.60	$0.60	$0.40	$0.30	$0.60 ea.	$0.40	$0.40	$0 30	$0.90
4	Lever	.30	.30	.30	.20	.20	... ..	. . .	.20	.20	.30
5	Thumb Screw	.. ..	.....	..	.10	.10	.	.10	... .	.....	.....
12	Plane Knob	..	....		.30	.	.30		.	..	.30
14	Knob Bolt and Nut	. .	..	.. .	.20	. ...	.20	..			.20
16	Plane Bottom	*5.00	*6.80	*7 25	1.60	3.75	2 65	.90	*.80	1.85	2.65
27	Cutter Adjusting Screw	.40	.40	.40		..	.....	.....	... ..	. ...	. .
47	Extra Attachment	.		.. .			.50			.	. ..
48	Collar				.	..	.50				...
50	Fence	.			..	.	.20 ea.	..			
51	Fence Fastening Screw and Washer	.. .			..	.. .	.10	.		.	
70	Adjustable Depth Gauge	.	..	. .	. . .	.40	.... .				.
71	Depth Gauge Screw			.. .	... .	.20	.... .				.

*Price is for both top and bottom. They are not sold separately as they must be machined to fit.
All parts shown above in stock.

PARTS FOR STANLEY

CARRIAGE, CIRCULAR, SCRUB, SHOOT AND FLOOR PLANES



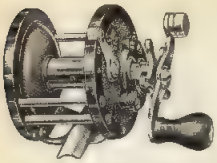
No.	Name of Part	10	10½	10¼	11	113	20	40	40½	51
1A	Double Plane Iron	$1.80	$1.80	$1.80	$1.85	$1.40	$1.40	.....	.....	$1.85
1	Single Plane Iron	.95	.95	.95	1.15	.90	.90	.40	.50	1.15
2	Plane Iron Cap	.70	.70	.70	.60	.45	.45	.....	.....	.60
3	Cap Screw	.10	.10	.10	.10	.10	.10	.....	.....	.10
4	Lever	.85	.85	.85	.70	.70	.70	.40	.40	.70
5	Lever Screw	.10	.10	.10	.10	.10	.10	.10	.10	.10
6	Frog Complete	1.10	1.10	1.10	.....	1.10	1.10	.....	.....	.95
7	"Y" Adjusting Lever	.10	.10	.10	.10	.10	.10	.....	.....	.10
8	Adjusting Nut	.20	.20	.20	.20	.20	.20	.....	.....	.20
9	Lateral Adjusting Lever	.20	.20	.20	.....	.20	.20	.....	.....	.20
10	Frog Screw	.10	.10	.10	.....	.10	.10	....	..	.10
11	Plane Handle	.60	.60	1.40	.70	.50	.....	.45	.45	.80
12	Plane Knob	.40	.40	1.00	.....	1.00	.....	.30	.30	..
13	Handle Bolt and Nut	.20	.20	.20	.....	.....	.....	.20	.20	.20
14	Knob Bolt and Nut	.20	.20	.20	.....	.....	.....	.20	.20	... ..
16	Plane Bottom	4.40	4.40	3.90	3.45	1.80	2.20	1.90	2.65	7.95
17	Top Casting	.....	.....	.....	.....	2.00	3.00	.....	. ..	....
26	Frog Seat	.....	.....	.....	.....	.....	1.00	.....	...	... .
35	Bottom Adjusting Screw	.....	.....	.....	.....	1.00	.50	... .	...	..
36	Bottom Adjusting Nut	.....	.....	.....	.....	.....	.50	.....	.....	.....
35	Spurs with Screws	.....	.....	.10	.....	.....	.....	.....	.....	.....

In ordering be sure to specify number and name of Part and number of Plane, thus: No. 4 Lever Cap for No 10 Plane. It will help us if you will include with your order a rough sketch or tracing of the part desired.

Plane Irons for Nos. 10, 40 and 40½ carried in stock. Other parts factory shipments only.

SALT WATER FISHING REELS

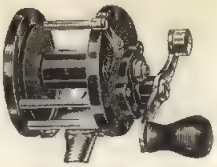
Penn's



A star drag salt water reel of standard size for deep sea, surf, pier, boat or bay fishing. Lightweight Easy-Cast spool Free spool clutch is operated by a snap lever on rim. Gears are always in mesh. Adjustable and removable spool bearings. S shaped handle. Reel is made of bakelite and brass, finished in nickel.

No.	Capacity	Wt. ea.	Each
8085	200 yds.	13½ ozs.	$5.50

One in a box

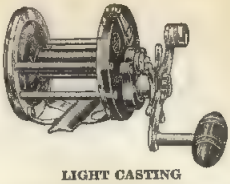


LIGHT TACKLE BAY

Adaptable to fresh and salt water rods. Equipped with light weight plastic spool. Triple multiplying, spiral cut gears. Free spool clutch. Sliding click. Composition end plates.

No.	Capacity	Wt. ea.	Each
8180	100 yds.	11 ozs.	$5.00

One in a box



LIGHT CASTING

Powerful star drag, free spool clutch. Non-strip gears. Streamlined, metal bound end plates. Light weight bakelite spool. Open top frame. Triple multiplying. One shot lubrication. Catalin torpedo handle grip.

No.	Capacity	Wt. ea.	Each
8160	150 yds.	14½ ozs.	$8.50
8155	200 "	15½	9.50

Left Hand Models

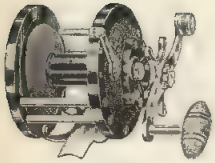
No.	Capacity	Wt. ea.	Each
8160LH	150 yds.	14½ ozs.	$ 9.50
8155LH	200 "	15½ "	10.50

One in a box

With Metal Spool

No.	Capacity	Wt. ea.,	Each
8155M	200 yds.	16 ozs.	$10.00

One in a box



DELMAR

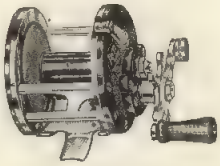
Equipped with Easy-Cast non-corrosive spool, steel gears, torpedo handle, smooth action drag and one shot lubrication. Metal parts are hand polished and chrome plated. Side plates of genuine bakelite.

No.	Capacity	Wt. ea.	Each
8285	250 yds.	13½ ozs.	$7.00

With Metal Spool

No.	Capacity	Wt. ea.,	Each
8285M	250 yds.	14 ozs.	$7.50

One in a box



LIGHT TACKLE BAY

Star drag reel adaptable to fresh and salt water rods. Equipped with lightweight plastic spool. Frame constructed with double side pillars and open top. Triple multiplying, non-strip gears. Equipped with free spool clutch, adjustable spool bearings and sliding click. One shot lubrication.

No.	Capacity	Wt. ea.	Each
8180	100 yds.	12½ ozs.	$7.50

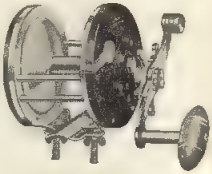
Same as above except does not have star drag.

No.	Capacity	Wt. ea.	Each
8185	100 yds.	12½ ozs.	$6.00

Left Hand Models

No.	Capacity	Wt. ea.	Each
8180LH	100 yds.	12½ ozs.	$8.50

One in a box



LONG BEACH

Powerful star drag and free spool clutch. Hardened steel driving gear and stainless steel pinion. Reinforced end plates. Metal parts chromium plated. One shot oiling system. Catalin torpedo grip handle.

With Plastic Spool

No.	Capacity	Wt. ea.	Each
8060	250 yds.	18 ozs.	$ 9.00
8065	300 "	19 "	10.00
8066	400 "	24 "	13.00
8067	500 "	25 "	14.50
8068	600 "	26 "	16.00

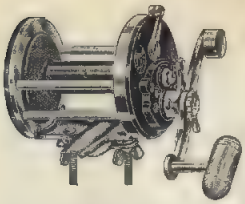
Left Hand Models

No.	Capacity	Wt. ea.	Each
8060LH	200 yds.	18 ozs.	$10.00
8065LH	250 "	19 "	11.00

One in a box

SALT WATER FISHING REELS

Penn's



SURFMASTER
With Extra Spool

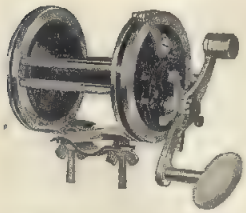
Has easy take apart feature. Frame made of nickel silver, chrome plated. Lightweight Easy-Cast spool. Equipped with star drag, positive free spool clutch, rod clamp attachment, triple multiplying steel gears. Extra interchangeable spool is supplied with every reel. Torpedo handle.

No.	Capacity	Wt. ea.	Each
8100	100 yds.	15 ozs.	$12.50
8150	150 "	17 "	13.50
8200	200 "	18 "	14.50
8250	250 "	18 "	16.50

Left Hand Models

No.	Capacity	Wt. ea.	Each
8150LH	150 yds.	17 ozs.	$14.50
8200LH	200 "	18 "	15.50
8250LH	250 "	18 "	16.50

One in a box



PEERLESS LIVE BAIT CASTING

Star drag reel with Easy-Cast lightweight spool. Spool is one-half the weight of metal spools. Frame made of nickel silver, chrome plated. Double metal bound end plates. Triple multiplying non-strip gears, free spool clutch, torpedo handle, rod clamp attachment, one shot lubrication system.

No.	Capacity	Wt. ea.	Each
8259	250 yds.	19 ozs.	$14.00

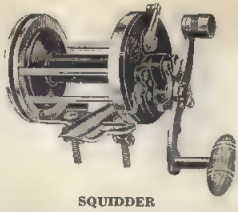
With Metal Spool

No.	Capacity	Wt. ea.	Each
8259M	250 yds.	20 ozs.	$14.50

Left Hand Models

No.	Capacity	Wt. ea.	Each
8259LH	250 yds.	19 ozs.	$15.00

One in a box

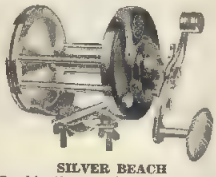


SQUIDDER

Ball bearing. Light weight synchronized spool. Spool has "air brake" which is built into reel and not an attachment. Gear ratio 3½ to 1. Take apart feature. Convertible star drag. Free spool clutch. Stainless steel gears. Torpedo handle. Nickel silver frame. Chromium plated.

No.	Capacity	Wt. ea.	Each
8140	200 yds. No. 9	16 ozs.	$25.00
8145	150 yds. No. 9	16 "	24.00

One in a box

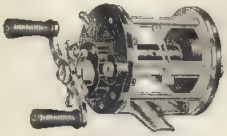


SILVER BEACH

Combination surf and boat reel. Lightweight plastic spool will hold 200 yards No. 9 line for surf casting. Heavy duty metal spool has a capacity of 200 yards No. 12 line. Gear ratio 3 to 1. Frame is nickel silver, chromium plated.

No.	Wt. ea.	Each
8099	21 ozs.	$16.00

One in a box



PEER LEVEL WINDING

Powerful star drag which can be thrown on or off by flip of a lever. Gear ratio is 3⅝ to 1 for very fast action. Lightweight plastic spool fitted with a large oversize arbor. Equipped with sturdily built level wind mechanism and an adjustable non-backlash device. Chromium plated metal parts. One shot lubrication. Reel seat fits salt and fresh water rods.

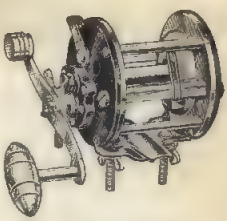
No.	Capacity	Wt. ea.	Each
8109	100 yds.	11 ozs.	$11.50

One in a box

With Metal Spool

No.	Capacity	Wt. ea.	Each
8109M	100 yds.	12 ozs.	$12.00

One in a box

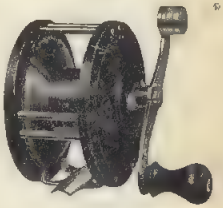


PEER LEVEL WINDING

New heavy duty, all purpose, level wind, free spool reel with Star Drag and metal spool. Designed for all-around salt water and heavy fresh water fishing. Triple multiplying. Torpedo handle. Level wind always in operation with spool. Metal parts chrome plated

No.	Capacity	Wt. ea.	Each
8209	200 yds.	17 ozs.	$15.00

One in a box



DEEP SEA

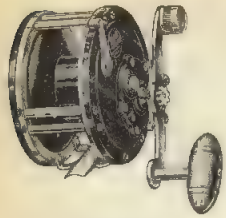
A fast action reel for deep lake trolling and deep sea fishing. Oversize handle. Back plate fitted with an adjustable click. Frame reinforced with double pillars. Metal parts nickel plated.

No.	Capacity	Wt. ea.	Each
8049	250 yds. No. 12	18 oz.	$16.00

One in a box

SALT WATER FISHING REELS

Penn's



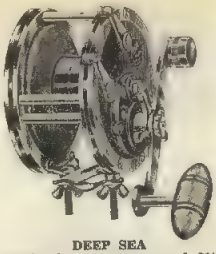
DEEP SEA

For Deep Trolling With Wire Line

Star drag reel. Free spool clutch. Double multiplying steel gears. Oversize torpedo type handle. One turn of the handle winds in 1½ feet of line. Metal bound end plates. Large diameter plastic spool. Metal parts are chrome plated.

No.	Capacity	Wt. ea.	Each
8249	250 yds. No. 12	18 oz.	$6.50

One in a box

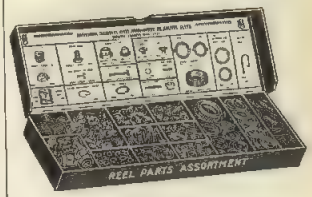


DEEP SEA

Oversize frame, narrow spool. 3½ to 1 gear ratio. Torpedo handle. Convertible star drag (may be used either as a star drag reel or free spool reel at the will of the fisherman), free spool clutch, steel gears, bakelite spool, one shot lubrication, double metal bound end plates, all metal parts chromium plated.

No.	Capacity	Wt. ea.	Each
8149	250 yds. No. 12	25 oz.	$12.00

One in a box



REEL REPAIR KIT

An assortment of parts, which enables the repairman to render quick and satisfactory service.

No. 6 ..... $20.00

One kit in a carton

OILING SYSTEM

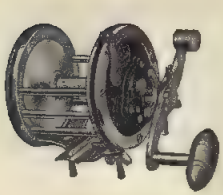
(PATENTED)

All Penn reels are equipped with dustproof and waterproof lubricating nipples on the outside, from which by means of an intricate system of oil channels, the lubricant is forced under pressure to the vital points. Built-in oil reservoirs provide for complete safety. A tube of PENN REEL LUBRICANT is furnished with every reel, it is an easy matter to thoroughly lubricate the reel. Simply insert the spout of the tube into the sealing lubricating nipples and by squeezing the collapsible tube the lubricant is forced under pressure to the bearings and gears. This PENN oiling system eliminates all guesswork in lubricating and safeguards good performance and long life of the reel.

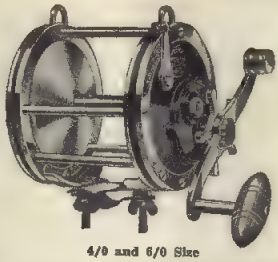
SALT WATER FISHING REELS

Penn's

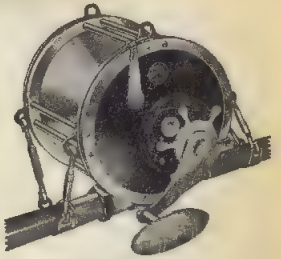
SENATOR



1/0 to 3/0 Size



4/0 and 6/0 Size



9/0 to 12/0 Size

FOR LIGHT TACKLE TROLLING

Frame is made of nickel silver, hand polished and chromium plated--100% rust proof. Equipped with free-spool clutch and can be thrown into free spool or drag instantly and without danger of stripping gears. Extra heavy drag of very smooth action. Steel gears. End plates are reinforced with double metal bands. Torpedo grip handles. Crossplate is fitted with an attached rod clamp. Patented One-Shot Lubrication combined with the built-in oil reservoirs safeguard perfect performance and prevent freezing of the reel.

No.	Size of reel	Capacity No 9 line	Wt., ea.	Each
8110	1/0	150	18 ozs.	$15.00
8111	2/0	250	22 "	17.50
8112	3/0	400	26 "	19.00

FOR BIG GAME FISHING

Frames of nickel silver, chromium plated. Double multiplying gears consisting of a hardened steel driving gear and stainless steel pinion. Equipped with patented free spool clutch and can be thrown into free spool or drag instantly and without danger of stripping gears. Powerful drag consists of automobile brake lining which cannot burn up, and the brake drum is safeguarded against freezing by an oilless bearing. Patented One Shot Lubrication combined with the built-in oil reservoirs safeguard perfect performance and prevent freezing of the reel. All models are equipped with harness lugs and rod clamps. Forward rod brace on 9/0 to 12/0 sizes.

No.	Size of reel	Style of trolling	Capacity, yards	Wt. ea., lbs.	Each
8113	4/0	Light	300 No. 15 line	1¾	$22.00
8114	6/0	Light	400 No. 18 line	3	32.00
8115	9/0	Medium	500 No. 21 line	3½	37.00
8116A	10/0	Med Heavy	600 No 24 line	5¼	55.00
8116	12/0	Heavy	600 No. 39 line	6	65.00
8117	14/0	Ex. Heavy	600 No. 54 line	8½	80.00

All in one box

These reels are registered under Fair Trade Laws

Line Capacity Chart on Penn Reels

Reel No.	Reel Name	—Line Size— 6	9	12	15
8009	Peer	150	100	.....	.....
8015	Old Salt	.....	250	200	150
8042	Sea Hawk	250	150	125	100
8049	Deep Sea	.....	.....	250	200
8060	Long Beach	375	250	190	150
8060LS	Long Beach	375	250	190	150
8065	Long Beach	450	300	225	190
8065LH	Long Beach	450	300	225	190
8065LS	Long Beach	450	300	225	190
8066	Long Beach	600	400	300	250
8067	Long Beach	700	500	375	300
8068	Long Beach	.....	600	450	375
8080	Penn	.....	200	150	.....

Reel No.	Reel Name	—Line Size— 6	9	12	15
8065	Penn	.....	200	150	.....
8125	Seagate	375	250	190	150
8140	Squidder	.....	200	.....	.....
8150	Surfmaster	200	150	.....	.....
8155	Light Casting	300	200	150	.....
8160	Light Casting	200	150	100	.....
8165	Light Casting	200	150	100	.....
8180	Lt. Tackle Bay	.....	100	.....	.....
8200	Surfmaster	.....	200	150	.....
8250	Surfmaster	.....	250	200	.....
8259	Peerless Live Bait	.....	250	.....	.....
8285	Delmar	375	250	190	150
8085	Penn	.....	200	150	.....

SENATOR LIGHT TACKLE TROLLING AND BIG GAME REELS

Reel No.	Reel Size	Plate Diam.	Spool Width	—Line Size— 6	9	12	15	18	21	24	36	54
8110	1/0	3 1/16"	1⅝"	250	150	125	.....	.....	.....	.....	.....	.....
8111	2/0	3⅝"	1 13/16"	350	250	190	150	.....	.....	.....	.....	.....
8112	3/0	3¼"	2 7/16"	.....	400	300	225	200	.....	.....	.....	.....
8113	4/0	3⅝"	2 7/16"	.....	.....	400	300	250	.....	.....	.....	.....
8114	6/0	4⅛"	2¾"	.....	.....	.....	500	400	350	.....	.....	.....
8115	9/0	4⅝"	3¼"	.....	.....	.....	.....	600	500	450	.....	.....
8116A	10/0	5¾"	3¼"	.....	.....	.....	.....	.....	700	600	450	.....
8116	12/0	5¾"	4"	.....	.....	.....	.....	.....	.....	900	600	400
8117	14/0	7"	4"	.....	.....	.....	.....	.....	.....	.....	800	600

ILLUSTRATION OF PARTS FOR PENN REELS

NOTE: The number listed below are simply reference numbers to permit easy identification by name of the parts illustrated. DO NOT order by these numbers. First check the number stamped on the front plate of the reel. Then, find the PARTS ORDER NUMBER listed in our CATALOG. Handle Side is listed as RIGHT side, click side as LEFT side. Left hand reels require SPECIAL parts. BE SURE to mark LH after the part number for left hand reels.

NOTE: Do not order parts by illustration number—Use illustration number to find the part order number in parts list under reel number. (No. stamped on front plate of reel.)
Left Hand Reels require special parts such as Main Gear, Pinion, Bridge Sleeve, Dog Spring, Spool and Plate. When ordering left hand mark letters (LH) after Part Number.

Illustration No.	Name of Part
1.	Right Side Plate
2.	Right Side Plate Ring
3.	Gear Bridge with Sleeve
4.	Fibre Washer
5.	Main Gear
6.	Drag Washer—Leather
7.	Metal Discs—Set
8.	Tension Spring
9.	Spacing Sleeve
10.	Drag Star
11.	Eccentric Jack
12.	Pinion Yoke
13.	Pinion Gear
14.	Dog Spring
15.	Dog
16.	Bridge Screw—Lower—Long Thread
17.	Bridge Screw—Upper—Short Thread
18.	Clutch Spring
19.	Eccentric
20.	Eccentric Spring
21.	Eccentric Lever
22.	Eccentric Screw
23.	Handle Screw and Lock Screw
24.	Handle Complete
25.	Knob, Rivet and Oilcup
26.	Right Side Bearing
27.	Left Side Plate
28.	Left Side Plate Ring
29.	Spool
30	Reel Stand
31.	Right Side Stand Screw
32.	Left Side Stand Screw
33.	Rod Clamp
34.	Clamp Screw with Nuts
35.	Click Tongue
36.	Click Button
37.	Frame Post
38.	Right Side Post Screw
39.	Left Side Post Screw
40.	Left Side Bearing
41.	Bearing Spring
42	Worm
43.	Right Side Worm Bearing
44	Left Side Worm Bearing
45.	Worm Gear
46.	Line Guide
47.	Pawl

NOTE: For Identification Handle Side is Listed as Right Side — Click Side is Listed as Left Side.

PENN REEL PARTS No. 1 TO No. 5

Reel No.	No. 1 Right Side Plate		No. 2 Right Side Ring		No. 3 Gear Bridge with Sleeve		No. 3C Gear Bridge Complete with Pinion		No. 4 Red Fibre Washer		No. 5 Main Gear		Reel No.
	Part No.	Price Each	Part No.	Price Each	Part No	Price Each	Part No.	Price Each	Part No.	Price Doz.	Part No.	Price Each	
14	1-14	.75	.....	....	.....	....	.....	....	.....	....	5-14	.50	14
49	1-49	1.00	2-49*	.75	3-49	.50	3C-49	1 50	4-60	.24	5-49	.50	49
60	1-60	.75	2-60	.50	3-60	.50	3C-60	1.50	4-60	.24	5-60	.50	60
65	1-65	.75	2-60	.50	3-60	.50	3C-60	1.50	4-60	.24	5-60	.50	65
66	1-66	.75	2-66	.75	3-60	.50	3C-66	1.50	4-60	.24	5-66	.50	66
67	1-67	.75	2-66	.75	3-60	.50	3C-66	1.50	4-60	.24	5-66	.50	67
68	1-68	.75	2-66	.75	3-60	.50	3C-66	1.50	4-60	.24	5-66	.50	68
80	1-80	.75		..	3-80	.25	3C-80	1.00	.....	..	5-80	.50	80
85	1-85	.75	...	....	3-85	.50	3C-85	1.50	4-60	.24	5-60	50	85
99	1-99	1.50	2-99*	.50	3-99	.50	3C-99	1.50	4-60	.24	5-60	50	99
100	1-100	1.50	2-200*	.50	3-200	.50	3C-200	1.50	4-60	.24	5-60	.50	100
109	1-109	75	2-109	50	3-109	.50	3C-109	1.50	4-155	.24	5-109	.50	109
110	1-110	.75	2-110*	.60	3-99	.50	3C-99	1.50	4-60	.24	5-60	.50	110
111	1-111	.75	2-111*	.60	3-60	.50	3C-66	1 50	4-60	.24	5-66	.50	111
112	1-112	75	2-111*	.60	3-60	.50	3C-66	1.50	4-60	.24	5-66	.50	112
113	1-113	1 00	2-113*	1.00	3-113	.50	3C-113	1.50	4-60	.24	5-66	50	113
114	1-114	1.50	2-114*	1.25	3-114	1.50	3C-114	3.00	4-114	.36	5-114	1 00	114
115	1-115	2 50	2-115*	1.50	3-115	1 50	3C-115	4.00	4-115	.36	5-115	1.25	115
116A	1-116A	3 00	2-116*	1 80	3-116	2.00	3C-116	5 00	4-116	.36	5-116	1.50	116A
116	1-116	3 00	2-116*	1 80	3-116	2.00	3C-116	5.00	4-116	.36	5-116	1,50	116
117	1-117	4.00	2-117*	2 00	3-117	2.50	3C-117	6.50	4-117	.36	5-117	2.00	117
118	1-118	4.00	2-117*	2.00	3-117	2.50	3C-117	6 50	4-117	.36	5-117	2.00	118
140	1-140	1.50	2-200*	.50	3-200	.50	3C-140	1 50	4-60	.24	5-60	.50	140
145	1-145	1.50	2-200*	.50	3-200	.50	3C-140	1.50	4-60	.24	5-60	.50	145
149	1-149	1.00	2-49	.75	3-149	.50	3C-149	1 50	4-60	.24	5-149	.50	149
150	1-150	1 50	2-200*	.50	3-200	.50	3C-200	1.50	4-60	.24	5-60	.50	150
155	1-155	.75	2-155	.50	3-155	.50	3C-155	1.50	4-155	.24	5-155	.50	155
160	1-160	.75	2-155	.50	3-155	.50	3C-155	1.50	4-155	.24	5-155	.50	160
165	1-165	.75	2-155	.50	3-165	.25	3C-165	1.00	.....	....	5-165	.50	165
180	1-180	.75	2-155	.50	3-155	.50	3C-155	1.50	4-155	.24	5-155	.50	180
185	1-185	75	2-155	.50	3-165	.25	3C-165	1.00	.....	....	5-165	.50	185
190	1-190	.75	.....	...	3-165	.25	3C-165	1 00	.....	....	5-165	.50	190
200	1-200	1.50	2-200*	.50	3-200	.50	3C-200	1 50	4-60	.24	5-60	.50	200
209	1-209	.75			3-155	.50	3C-155	1.50	4-155	.24	5-155	.50	209
249	1-249	1.00	.....	....	.....	...	.....	....	.....	....	5-249	.50	249
250	1-250	1.50	2-250*	.50	3-99	.50	3C-99	1.50	4-60	.24	5-60	.50	250
259	1-259	.75	2-110*	.60	3-99	.50	3C-99	1 50	4-60	.24	5-60	.50	259
285	1-285	.75	.	...	3-60	.50	3C-60	1.50	4-60	.24	5-60	.50	285

*NOTE: For double rings, order inside ring by part number; for outside rings, mark letter (D) after part number.

For take-apart inside notched ring for all Take-Apart Reels, mark letters (TA) after part number.

For take-apart thumb screw for all Take-Apart Reels, use part No. TA-200.

Left Hand Reels require left hand parts such as Main Gear, Pinion, Bridge Sleeve, Dog, Dog Spring, Spool and Right Side Plate. When ordering these parts for Left Hand Reels, mark letters (LH) after part number.

PENN REEL PARTS No. 6 TO No. 10

Reel No.	No. 6 Drag Washer		No. 7 Metal Disk Set		No. 8 Tension Spring		No. 9 Spacing Sleeve		No. 10 Drag Star		Reel No.
	Part No.	Price Doz.	Part No.	Price Per Set	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	
14	.....	---	.....	---	.....	---	.....	---	.....	---	14
49	6-49	.24	7-49	.18	8-60	.10	9-60	.10	10-60	.50	49
60	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	60
65	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	65
66	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	66
67	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	67
68	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	68
80	.....	---	.....	---	.....	---	.....	---	.....	---	80
85	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	85
99	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	99
100	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	100
109	6-155	.24	7-155	.18	8-60	.10	9-60	.10	10-180	.50	109
110	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	110
111	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	111
112	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	112
113	6-60	.24	7-66	.18	8-60	.10	9-66	.10	10-60	.50	113
114	6-114	.60	7-114	.30	8-114	.15	9-114	.15	10-114	.90	114
115	6-115	.84	7-115	.36	8-114	.15	9-114	.15	10-114	.90	115
116A	6-116	.96	7-116	.60	8-116	.20	.....	---	10-116	1.20	116A
116	6-116	.96	7-116	.60	8-116	.20	.....	---	10-116	1.20	116
117	6-117	1.20	7-117	.90	8-117	.25	.....	---	10-117	1.50	117
118	6-117	1.20	7-117	.90	8-117	.25	.	...	10-117	1.50	118
140	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	140
145	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	145
149	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	149
150	6-60	.24	7-60	.18	8-60	10	9-60	.10	10-60	.50	150
155	6-155	.24	7-155	.18	8-60	.10	9-60	.10	10-60	.50	155
160	6-155	.24	7-155	.18	8-60	.10	9-60	.10	10-60	.50	160
165	.....	---	.....	---	.....	---	.....	---	.....	---	165
180	6-155	.24	7-155	.18	8-60	.10	9-60	.10	10-180	.50	180
185	.....	---	.....	---	.....	---	.....	---	.....	---	185
190	.....	---	.....	---	.....	---	.....	---	.....	---	190
200	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	200
209	6-155	.24	7-155	.18	8-60	.10	9-60	.10	10-60	.50	209
249	.....	---	.....	---	.....	---	.....	---	.....	---	249
250	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	250
259	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	259
285	6-60	.24	7-60	.18	8-60	.10	9-60	.10	10-60	.50	285

Penn Reel Parts are interchangeable and are numbered in a way to easily indicate in which Reels the part will fit. The first number before the dash is the part illustration number from chart; the number after the dash indicates the reel number (on right side of reel). If the same part number is listed for different reel numbers, this part is interchangeable. For example: Part No. 40-60 (left side bearing No. 60 Reel) fits all Penn Reels with exception of large Senator Reels and ball bearing Reels. This is very important in servicing of Penn Reels as the number of parts required is cut down to a minimum.

PENN REEL PARTS No. 11 TO No. 16

Reel No.	No. 11 Eccentric Jack		No. 12 Pinion Yoke		No. 13 Pinion Gear		No. 14* Dog Spring		No. 15 Dog		No. 16 Bridge Screw Lower		Reel No.
	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	Part No.	Price Doz.	Part No.	Price Each	Part No.	Price Doz	
14	.....	....	.....	....	13-14	.30	.....	....	.....	....	.....	....	14
49	11-49	.20	12-60	.16	13-49	.30	14-60	.24	15-49	.10	16-60	.36	49
60	11-60	.20	12-60	.16	13-60	.30	14-60	.24	15-60	.10	16-60	36	60
65	11-60	.20	12-60	.16	13-60	.30	14-60	.24	15-60	.10	16-60	.36	65
66	11-66	.20	12-60	.16	13-66	.30	14-60	.24	15-60	.10	16-60	.36	66
67	11-66	.20	12-60	16	13-66	.30	14-60	.24	15-60	.10	16-60	.36	67
68	11-66	.20	12-60	.16	13-66	.30	14-60	.24	15-60	.10	16-60	.36	68
80	11-60	.20	12-60	.16	13-60	.30	.....	....	.....	....	16-60	.36	80
85	11-60	.20	12-60	.16	13-60	.30	14-60	.24	15-85	.10	16-60	.36	85
99	11-99	.20	12-99	.16	13-99	.30	14-99	.24	15-99	.10	16-60	.36	99
100	11-155	.20	12-155	.16	13-155	.30	14-60	.24	15-200	.10	16-60	.36	100
109	.....	....	.....	....	13-109	.30	14-109	.24	15-109	.10	16-60	.36	109
110	11-110	.20	12-110	.16	13-99	.30	14-60	.24	15-60	.10	16-60	.36	110
111	11-60	.20	12-60	.16	13-66	.30	14-60	.24	15-60	.10	16-60	.36	111
112	11-60	.20	12-60	.16	13-66	.30	14-60	.24	15-60	.10	16-60	.36	112
113	11-66	.20	12-113	.20	13-113	.40	14-60	.24	15-60	.10	16-60	.36	113
114	11-114	.60	12-114	.30	13-114	.80	14-116	.36	15-114	.16	16-114	.60	114
115	11-115	.60	12-114	.30	13-114	.80	14-116	.36	15-115	.20	16-114	.60	115
116A	11-116	.80	12-116	.50	13-116	1.00	14-116	.36	15-116	.30	16-114	.60	116A
116	11-116	.80	12-116	.50	13-116	1.00	14-116	.36	15-116	.30	16-114	.60	116
117	11-116	.80	12-116	.50	13-117	1.20	14-117	.48	15-117	.30	16-114	.60	117
118	11-116	.80	12-116	.50	13-117	1.20	14-117	.48	15-117	.30	16-114	.60	118
140	11-155	.20	12-155	.16	13-140	.30	14-140	.24	15-140	.10	16-60	.36	140
145	11-155	.20	12-155	.16	13-140	.30	14-140	.24	15-140	.10	16-60	.36	145
149	11-49	.20	12-113	.16	13-149	.30	14-60	.24	15-149	.10	16-60	.36	149
150	11-155	.20	12-155	.16	13-155	.30	14-60	.24	15-200	.10	16-60	.36	150
155	11-155	.20	12-155	.16	13-155	.30	14-60	.24	15-155	.10	16-60	.36	155
160	11-155	.20	12-155	.16	13-155	.30	14-60	.24	15-155	.10	16-60	.36	160
165	11-155	.20	12-155	.16	13-165	.30	.....	....	.....	....	16-60	.36	165
180	11-155	.20	12-155	.16	13-165	.30	14-60	.24	15-155	.10	16-60	.36	180
185	11-155	.20	12-155	16	13-155	.30	.....	....	.....	....	16-60	.36	185
190	11-155	.20	12-155	.16	13-155	.30	.....	....	.....	....	16-60	.36	190
200	11-155	.20	12-155	.16	13-155	30	14-60	.24	15-200	.10	16-60	.36	200
209	11-155	.20	12-155	.16	13-155	.30	14-99	.24	15-209	.10	16-60	.36	209
249	.....	....	.....	....	13-249	.30	.....	....	.....	....	.....	....	249
250	11-99	.20	12-99	16	13-99	.30	14-60	.24	15-60	.10	16-60	.36	250
259	11-110	.20	12-110	.16	13-99	.30	14-60	.24	15-60	.10	16-60	.36	259
285	11-60	.20	12-60	.16	13-60	.30	14-60	.24	15-60	.10	16-60	.36	285

NOTE: Left Hand Reels require left hand parts such as Main Gear, Pinion, Bridge Sleeve, Dog, Dog Spring, Spool and Right Side Plate. When ordering these parts for Left Hand Reels, mark letters (LH) after part number.

PENN REEL PARTS No. 17 TO No. 21

Reel No.	No. 17 Bridge Screw Upper		No. 18 Clutch Spring		No. 19 Eccentric		No. 20 Eccentric Spring		No. 21 Eccentric Lever		Reel No.
	Part No.	Price Doz.	Part No.	Price Doz.	Part No.	Price Each	Part No.	Price Doz.	Part No.	Price Each	
14	.....	....	.....	....	.....	....	.....	....	.....	....	14
49	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-49	.20	49
60	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-285	.20	60
65	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-285	.20	65
66	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-66	.20	66
67	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-66	.20	67
68	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-66	.20	68
80	.....	....	18-60	.24	19-60	.20	20-60	.24	21-285	.20	80
85	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-285	.20	85
99	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	99
100	17-60	.36	18-60	.24	19-200	.20	20-155	.24	21-200	.20	100
109	.....	....	.....	....	19-109	.20	20-109	.24	21-109	.20	109
110	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	110
111	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	111
112	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	112
113	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	113
114	17-114	.60	18-114	.60	19-114	.40	20-114	.60	21-114	.40	114
115	17-114	.60	18-114	.60	19-115	.40	20-114	60	21-114	.40	115
116A	17-114	.60	18-114	.60	19-115	.40	20-114	.60	21-114	.40	116A
116	17-114	.60	18-114	.60	19-115	.40	20-114	.60	21-114	.40	116
117	17-114	.60	18-114	.60	19-115	.40	20-114	.60	21-117	.40	117
118	17-114	.60	18-114	.60	19-115	.40	20-114	.60	21-117	.40	118
140	17-60	.36	18-60	.24	19-200	.20	20-155	.24	21-200†	.20	140
145	17-60	.36	18-60	.24	19-200	.20	20-155	.24	21-200†	.20	145
149	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-49	.20	149
150	17-60	.36	18-60	.24	19-200	.20	20-155	.24	21-200	.20	150
155	17-60	.36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	155
160	17-60	.36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	160
165	17-60	36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	165
180	17-60	36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	180
185	17-60	.36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	185
190	17-60	.36	18-60	.24	19-155	.20	20-155	.24	21-155	.20	190
200	17-60	.36	18-60	.24	19-200	.20	20-155	.24	21-200	.20	200
209	17-60	.36	18-60	.24	19-209	.20	20-155	.24	21-209	.20	209
249	.....	....	.....	....	.....	....	.....	....	.....	....	249
250	17-60	.36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	250
259	17-60	36	18-60	.24	19-110	.20	20-60	.24	21-66	.20	259
285	17-60	.36	18-60	.24	19-60	.20	20-60	.24	21-285	.20	285

Penn Reel Parts are interchangeable and are numbered in a way to easily indicate in which Reels the part will fit. The first number before the dash is the part illustration number from chart; the number after the dash indicates the reel number (on right side of reel). If the same part number is listed for different reel numbers, this part is interchangeable. For example: Part No. 40-60 (left side bearing No. 60 Reel) fits all Penn Reels with exception of large Senator Reels and ball bearing Reels. This is very important in servicing of Penn Reels as the number of parts required is cut down to a minimum.

PENN REEL PARTS No. 22 TO No. 26

Reel No.	No. 22 Eccentric Screw		No. 23 Handle Screw		No. 23A Handle Lock Screw		No. 24 Handle Complete		No. 25 Knob, Rivet and Oiler		No. 26 Right Side Bearing		Reel No.
	Part No.	Price Each	Part No.	Price Each	Part No.	Price Doz.	Part No.	Price Each	Part No.	Price Per Set	Part No.	Price Each	
14	.....	....	23-85	.10	.....	....	24-85	.80	25-85	.24	.....	....	14
49	22-60	.04	23-60	.20	23A-60	.24	24-49	1.50	25-49	.60	26-60	.30	49
60	22-60	.04	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	60
65	22-60	.04	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	65
66	22-60	.04	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	66
67	22-60	.04	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	67
68	22-60	.04	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	68
80	22-60	.04	23-85	.10	.....	....	24-85	.80	25-85	.24	26-60	.30	80
85	22-60	.04	23-85	.10	.....	....	24-85	.80	25-85	.24	26-60	.30	85
99	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	99
100	22-99	.20	23-60	.20	23A-60	.24	24-160	1.20	25-160	.50	26-155	.30	100
109	22-109	.04	23-180	.20	.....	....	24-109	1.00	25-109	.50	26-109	.30	109
110	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	110
111	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-60	.30	111
112	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-60	.30	112
113	22-99	.20	23-60	.20	23A-60	.24	24-66	1.20	25-66	.50	26-60	.30	113
114	23-60	.20	23-114	.30	23A-60	.24	24-114	1.80	25-114	.80	26-114	.50	114
115	23-60	.20	23-114	.30	23A-60	.24	24-115	2.00	25-115	.90	26-114	.50	115
116A	23-60	.20	23-116	.40	23A-60	.24	24-116	2.50	25-116	1.00	26-116	.60	116A
116	23-60	.20	23-116	.40	23A-60	.24	24-116	2.50	25-116	1.00	26-116	.60	116
117	23-60	.20	23-116	.40	23A-60	.24	24-117	3.00	25-117	1.20	26-117	3.00	117
118	23-60	.20	23-116	.40	23A-60	.24	24-117	3.00	25-117	1.20	26-117	3.00	118
140	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-140	3.00	140
145	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-140	3.00	145
149	22-60	.04	23-60	.20	23A-60	.24	24-49	1.50	25-49	.60	26-60	.30	149
150	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	150
155	22-60	.04	23-60	.20	23A-60	.24	24-160	1.20	25-60	.50	26-155	.30	155
160	22-60	.04	23-60	.20	23A-60	.24	24-160	1.20	25-160	.50	26-155	.30	160
165	22-60	.04	23-60	.20	23A-60	.24	24-160	1.20	25-160	.50	26-155	.30	165
180	22-60	.04	23-180	.20	.....	....	24-180	1.00	25-109	.50	26-155	.30	180
185	22-60	.04	23-180	.20	..	....	24-180	1.00	25-109	.50	26-155	.30	185
190	22-60	.04	23-85	.10	. ...	....	24-180	1.00	25-109	.50	26-155	.30	190
200	22-99	20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	200
209	22-60	.04	23-60	20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	209
249	.....	....	23-60	.20	23A-60	.24	24-249	1.20	25-249	.24	26-249	.30	249
250	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	250
259	22-99	.20	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-155	.30	259
285	22-60	.04	23-60	.20	23A-60	.24	24-155	1.20	25-60	.50	26-60	.30	285

NOTE: For double rings, order inside ring by part number; for outside double ring mark letter (D) after part number.

‡NOTE: For 200-yd. Plastic Spool mark letter (P) after spool number; for 250-yd. Metal Spool mark letter (M) after spool number.

†NOTE: For short (2⅜") stand to fit baitcasting rods with offset reel seat mark letter (S) after stand number; for long (2 11/16") stand to fit rods with straight reel seats mark letter (L) after stand number.

PENN REEL PARTS No. 27 TO No. 30

Reel No.	No. 27 Left Side Plate		No. 28 Left Side Ring		No. 29 Plastic Spool		No. 29M‡ Metal Spool		No. 30 Reel Stand		Reel No.
	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	
14	27-14	.75	.....	....	29-14	1.20	.....	....	30-85	.80	14
49	27-49	1.00	28-49*	.75	29-49	1.50	29M-49	2.50	30-49	2.20	49
60	27-60	.75	28-60	.50	.....	....	29M-60	1.80	30-60	1.20	60
65	27-60	.75	28-60	.50	.....	....	29M-65	2.00	30-65	1.20	65
66	27-66	.75	2-66	.75	.....	....	29M-66	2.00	30-66	2.20	66
67	27-66	.75	2-66	.75	.....	....	29M-67	2.00	30-200	2.20	67
68	27-66	.75	2-66	.75	.....	....	29M-68	2.50	30-68	2.20	68
80	27-85	.75	.....	....	29-85	1.20	.....	....	30-85	.80	80
85	27-85	.75	.....	....	29-85	1.20	.....	....	30-85	.80	85
99	27-99	.75	28-99*	.50	29-99	1.20	29M-99	1.80	30-99	2.20	99
100	27-200	.75	28-140	.50	29-100	1.20	29M-100	1.60	30-49	2.20	100
109	27-109	.75	28-109	.50	29-109	1.20	29M-109	1.60	30-109†	1.20	109
110	27-110	.75	2-110*	.60	.....	....	29M-110	1.80	30-49	2.20	110
111	27-111	.75	2-111*	.60	.....	....	29M-60	1.80	30-111	2.50	111
112	27-111	.75	2-111*	.60	.....	....	29M-112	2.00	30-112	2.50	112
113	27-113	1.00	2-113*	1.00	.....	....	29M-87	2.00	30-113	2.50	113
114	27-114	1.40	2-114*	1.25	.....	....	29M-114	4.00	30-114	3.50	114
115	27-115	2.40	28-115*	1.50	.....	....	29M-115	6.00	30-115	3.50	115
116A	27-116	2.80	28-116*	1.80	.....	....	29M-116A	8.00	30-116A	4.50	116A
116	27-116	2.80	28-116*	1.80	.....	....	29M-116	10.00	30-116	4.50	116
117	27-117	3.60	2-117*	2.00	.....	....	29M-117	16.00	30-117	5.50	117
118	27-117	3.60	2-117*	2.00	.....	....	29M-118	20.00	30-118	5.50	118
140	27-140	.75	28-140*	.50	29-140	1.50	.....	....	30-200	2.20	140
145	27-140	.75	28-140*	.50	29-145	1.50	.....	....	30-66	2.20	145
149	27-149	1.00	2-49	.75	29-49	1.50	29M-49	2.50	30-149	1.20	149
150	27-200	.75	28-140	.50	29-150	1.20	29M-150	1.60	30-66	2.20	150
155	27-155	.75	2-155	.50	29-200	1.20	29M-200	1.80	30-155	1.20	155
160	27-155	.75	2-155	.50	29-150	1.20	29M-150	1.60	30-65	1.20	160
165	27-155	.75	2-155	.50	29-150	1.20	29M-150	1.60	30-65	1.20	165
180	27-155	.75	2-155	.50	29-100	1.20	29M-100	1.60	30-180†	1.20	180
185	27-155	.75	2-155	.50	29-100	1.20	29M-100	1.60	30-180†	1.20	185
190	27-190	.75	.....	....	29-100	1.20	29M-100	1.60	30-180†	1.20	190
200	27-200	.75	28-140	.50	29-200	1.20	29M-200	1.80	30-200	2.20	200
209	27-209	1.00	● See Page 24		.....	....	29M-209	1.80	30-66	2.20	209
249	27-249	1.00	.....	....	29-249	1.50	.....	....	30-149	1.20	249
250	27-250	.75	28-250	.50	29-250	1.20	29M-250	1.80	30-200	2.20	250
259	27-259	.75	2-110*	.60	29-250	1.20	29M-250	1.80	30-200	2.20	259
285	27-85	.75	.....	....	29-85	1.20	29M-60	1.80	30-60	1.20	285

PENN REEL HANDLES are interchangeable. For OVERSIZE handle (longer than standard size) use the next larger size Length of handles: No. 24-109 (2⅞"), No. 24-180 (3"), No. 24-160 (3½"), No. 24-60 (4"), No. 24-66 (4⅜"), No. 24-49 (5"). When replacing handle screw, be sure to TIGHTEN handle screw before inserting small lock screw. If lock screw will not fit in groove DO NOT back up handle screw, but tighten more until lock screw fits in handle screw groove.

NOTE: On Reels No. 111-2/0 and No. 112-3/0 for "covered right side stand screw" use No. 31-110C.

PENN REEL PARTS No. 31 TO No. 36

Reel No.	No. 31 R. S. Stand Screw		No. 32 L. S. Stand Screw		No. 33 Rod Clamp		No. 34 Clamp Screw with Nuts		No. 35 Click Tongue		No. 36 Click Button		Reel No.
	Part No.	Price Doz.	Part No.	Price Doz.	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each	
14	31-285	.24	31-285	.24	.....	....	.....	....	35-60	.10	36-60	.10	14
49	31-110	.24	31-110	.24	33-49	.30	34-49	.20	35-60	.10	36-60	.10	49
60	31-60	.24	31-155	.24	.....	....	.....	....	35-60	.10	36-60	.10	60
65	31-60	.24	31-155	.24	.....	....	.....	....	35-60	.10	36-60	.10	65
66	31-60	.24	31-155	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	66
67	31-60	.24	31-155	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	67
68	31-60	.24	31-155	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	68
80	31-285	.24	32-155	.24	.....	....	.....	....	35-60	.10	36-60	.10	80
85	31-285	.24	32-155	.24	.....	....	.....	....	35-60	.10	36-60	.10	85
99	31-200	.24	32-110	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	99
100	31-200	.24	31-285	.24	33-49	.30	34-49	.20	35-155	.10	36-60	.10	100
109	31-109	.24	31-109	.24	.....	....	.....	....	35-155	.10	36-109	.10	109
110	31-110	.24	32-110	.24	33-49	.30	34-49	.20	35-60	.10	36-60	.10	110
111	31-110	.24	32-110	.24	33-200	.30	34-49	.20	35-60	.10	36-60	.10	111
112	31-110	.24	32-110	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	112
113	31-110	.24	32-110	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	113
114	31-114	.60	32-114	.60	33-114	.40	34-200	.20	35-114	.16	36-114	.16	114
115	31-115	.60	32-115	.60	33-114	.40	34-200	.20	35-115	.16	36-115	.16	115
116A	31-115	.60	32-115	.60	33-116	.50	34-116	.40	35-115	.16	36-115	.16	116A
116	31-115	.60	32-115	.60	33-116	.50	34-116	.40	35-115	.16	36-115	.16	116
117	31-115	.60	31-115	.60	33-117	.60	34-116	.40	35-115	.16	36-117	.16	117
118	31-115	.60	31-115	.60	33-117	.60	34-116	.40	35-115	.16	36-117	.16	118
140	31-200	.24	31-110	.24	33-200	.30	34-200	.20	35-155	.10	36-155	.10	140
145	31-200	.24	31-110	.24	33-200	.30	34-200	.20	35-155	.10	36-156	.10	145
149	31-149	.24	31-149	.24	.....	....	.....	....	35-155	.10	36-60	.10	149
150	31-200	.24	31-285	.24	33-200	.30	34-200	.20	35-155	.10	36-60	.10	150
155	31-155	.24	32-155	.24	.....	....	.....	....	35-60	.10	36-155	.10	155
160	31-155	.24	32-155	.24	.....	....	.....	....	35-155	.10	36-155	.10	160
165	31-155	.24	32-155	.24	.....	....	.....	....	35-155	.10	36-155	.10	165
180	31-285	.24	32-155	.24	.....	....	.....	....	35-155	.10	36-155	.10	180
185	31-285	.24	32-155	.24	.....	....	.....	....	35-155	.10	36-155	.10	185
190	31-285	.24	32-155	.24	.....	....	.....	....	35-155	.10	36-155	.10	190
200	31-200	.24	31-285	.24	33-200	.30	34-200	.20	35-155	.10	36-60	.10	200
209	31-285	.24	31-155	.24	33-200	.30	34-200	.20	35-155	.10	36-209	.10	209
249	31-149	.24	31-149	.24	.....	....	.....	....	35-60	.10	36-60	.10	249
250	31-200	.24	31-285	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	250
259	31-110	.24	32-110	.24	33-200	.30	34-200	.20	35-60	.10	36-60	.10	259
285	31-285	.24	32-155	.24	.....	....	.....	....	35-60	.10	36-60	.10	285

NOTE: On Reel No. 111-2/0 and 112-3/0 for "covered right side Post Screw" use Part No. 38-110C.

Left Hand Reels require left hand parts such as Main Gear, Pinion, Bridge Sleeve, Dog, Dog Spring, Spool and Right Side Plate. When ordering these parts for Left Hand Reels, mark letters (LH) after part number.

LIONEL CORP. TRAINS

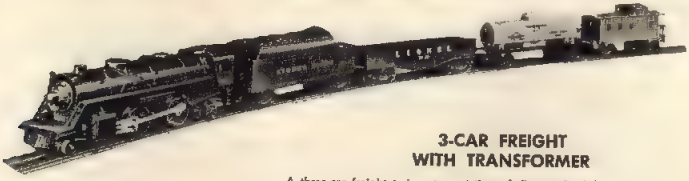
3-CAR "SCOUT" FREIGHT WITH TRANSFORMER

Inv._____ Pur._____

Heavy duty, die-cast 2-4-2 locomotive—modified copy of the "Columbia" type with headlight. Operates on regular "027" track. Set includes locomotive and tender with powerful beam headlight; gondola car; box car, caboose; 8 sections curved track; 1 section straight track; 1 Manumatic track section; 25 watt transformer; lockon; lubricant; instruction book. Train set measures 41" long.

No. 56505—Mfr. No. 1119 **Dealer Price** **Z410-65 X** **Suggested Retail Price** **$17.75 ea.**

LIONEL "027" TRAINS



3-CAR FREIGHT WITH TRANSFORMER

No. 56511—Mfr. No. 1465

Dealer Price ..... **L313-50 R**
Suggested Retail Price ..... **$22.50 ea.**
Inv._____ **Pur.**_____

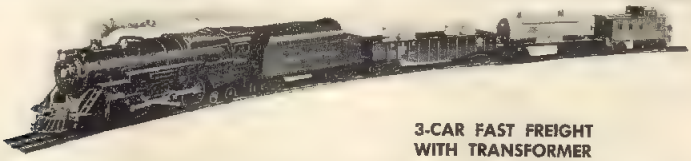
A three-car freight train set consisting of die-cast 2-4-2 locomotive and tender with powerful headlights, gondola car, oil car, caboose, 8 sections curved track, 3 sections straight track, remote control track set, 35 watt transformer, lockon, lubricant, instruction book. Train set measures 41" long. Uses "027" track. Has operating knuckle couplers.

3-CAR FREIGHT WITH TRANSFORMER

No. 56517—Mfr. No. 1477S

Dealer Price ..... **B520-50 C**
Suggested Retail Price ..... **$29.95 ea.**
Inv._____ **Pur.**_____

Features 2-6-4 locomotive with smoke and headlight. All freight cars have remote control couplers. Set comprises: locomotive and tender; gondola car; box car; caboose; 8 sections curved track; 3 sections straight track; remote control track set; 75 watt transformer; Lockon; lubricant; instruction book. Uses "027" track. Has operating knuckle couplers. Train is 43" long.



3-CAR FAST FREIGHT WITH TRANSFORMER

No. 56523—Mfr. No. 1485WS

Dealer Price ..... **E726-50 F**
Suggested Retail Price ..... **$39.95 ea.**
Inv._____ **Pur.**_____

Big, fast freight with 2-6-4 locomotive with smoke and whistle. Included in this set are: Locomotive and tender; gondola car; oil car; caboose; 8 sections curved track; 3 sections straight track, remote control track set; 90 watt transformer; lockon; lubricant, instruction book. Train measures 45" long.

LIONEL "027" TRAINS

4-CAR FAST FREIGHT WITH TRANSFORMER

No. 56529—Mfr. No. 1479WS

Dealer Price ..... **K429-97 B**
Suggested Retail Price ..... **$49.95 ea.**
Inv._____ **Pur.**_____

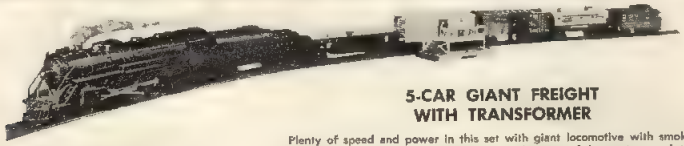
This set has the largest "O27" steam locomotive with smoke and whistle. Set includes: locomotive and tender, gondola car, oil car, hopper car, caboose; 8 sections curved track, 3 sections straight track, remote control track set, 90 watt transformer, lockon, lubricant, instruction book. Train measures 56" long.

4-CAR ERIE DIESEL FREIGHT WITH TRANSFORMER

No. 56535—Mfr. No. 1467W

Dealer Price ..... **L434-50 K**
Suggested Retail Price ..... **$57.50 ea.**
Inv._____ **Pur.**_____

Erie RR twin diesel locomotive with horn and Magne-Traction is the feature of this set. Set consists of: Erie twin diesel locomotive, stock car, oil car, hopper car, illuminated caboose; 8 sections curved track, 5 sections straight track, remote control track set; 90 watt transformer, lockon, lubricant, instruction book. Set is 56" long

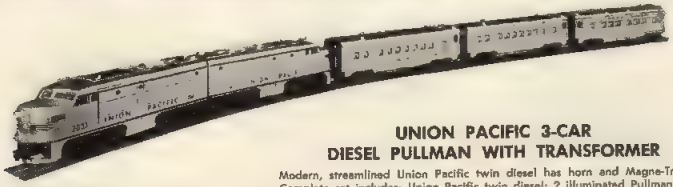


5-CAR GIANT FREIGHT WITH TRANSFORMER

No. 56541—Mfr. No. 1483WS

Dealer Price ..... **N839-00 D**
Suggested Retail Price **$65.00 ea.**
Inv._____ **Pur.**_____

Plenty of speed and power in this set with giant locomotive with smoke and whistle. Set includes 2 operating cars. Consists of locomotive and tender; operating milk car and platform; oil car; gondola car; operating box car; illuminated caboose; 8 sections curved track; 7 sections straight track; remote control track set; 90 watt transformer with whistle and directional controls, lockon; lubricant; instruction book. 65" long.



UNION PACIFIC 3-CAR DIESEL PULLMAN WITH TRANSFORMER

No. 56547—Mfr. No. 1464W

Dealer Price ..... **S539-90 D**
Suggested Retail Price ..... **$66.50 ea.**
Inv._____ **Pur.**_____

Modern, streamlined Union Pacific twin diesel has horn and Magne-Traction. Complete set includes: Union Pacific twin diesel; 2 illuminated Pullman cars—"Maplewood" and "Chatham"; illuminated observation car—"Hillside"; 8 sections curved track; 5 sections straight track; remote control track set; 90 watt transformer with whistle and directional controls; lockon; lubricant; instruction book. Measures 56" long

LIONEL "027" TRAINS

4-CAR PULLMAN WITH SMOKE, WHISTLE & TRANSFORMER

No. 56553—Mfr. No. 1484WS

Dealer Price ..... E942-00 L
Suggested Retail Price $70.00 ea.
Inv. _____ Pur. _____

A fast and powerful set featuring giant locomotive with smoke and whistle included in set are: locomotive and tender, 3 illuminated Pullman cars "Maplewood," "Chatham" and "Livingston;" illuminated observation car—"Hillside;" 8 sections curved track, 7 sections straight track, remote control track set, 90 watt transformer, lockon, lubricant, instruction book. Measures 66" long.

LIONEL "0" TRAINS

3-CAR FREIGHT WITH SMOKE AND WHISTLE

No. 56563—Mfr. No. 2177WS

Dealer Price ..... $523-97 R
Suggested Retail Price ..... $39.95 ea.
Inv. _____ Pur. _____

A fine three-car freight train set featuring locomotive with smoke and whistle. Complete set consists of: locomotive and tender, oil car, gondola car, illuminated caboose, 8 sections curved track, 5 sections straight track, remote control track set, lockon, lubricant, instruction book. Train measures 45½" long. Uses "O" gauge track.

4-CAR FAST FREIGHT WITH SMOKE AND WHISTLE

No. 56569—Mfr. No. 2179WS

Dealer Price ..... F428-65 B
Suggested Retail Price ..... $47.75 ea.
Inv. _____ Pur. _____

Big, fast freight featuring the S-2 steam turbine locomotive with smoke and whistle. Set comprises: locomotive and tender, operating box car, gondola car, oil car, illuminated caboose, 8 sections curved track, 5 sections straight track, remote control track set, lockon, lubricant, instruction book. Train measures 56' long

4-CAR FAST FREIGHT WITH SMOKE AND WHISTLE

No. 56575—Mfr. No. 2183WS

Dealer Price ..... K432-70 X
Suggested Retail Price $54.50 ea.
Inv. _____ Pur. _____

Another 4-car fast freight. This set has the famous 2-8-4 Berkshire locomotive with smoke and whistle. Included in set: locomotive and tender, operating box car, gondola car, oil car, illuminated caboose, 8 sections curved track, 7 sections straight track, remote control track set, lockon, lubricant, instruction book. Measures 56" long.

LIONEL "O" TRAINS

5-CAR OPERATING FREIGHT WITH SMOKE AND WHISTLE

No. 56581—Mfr. No. 2187WS

Dealer Price T737-50 S
Suggested Retail Price $62.50 ea.
Inv. _____ **Pur.** _____

Set includes 2 operating cars in addition to the S-2 steam turbine locomotive with smoke and whistle. Entire set consists of: locomotive and tender, hopper car, operating dump car, gondola car, operating milk car and platform, illuminated caboose, 8 sections curved, 7 sections straight track, remote control track set, lockon, lubricant, instruction book. Total length is 64½ inches.

5-CAR OPERATING FREIGHT WITH SMOKE AND WHISTLE

No. 56587—Mfr. No. 2189WS

Dealer Price B341-70 K
Suggested Retail Price $69.50 ea.
Inv. _____ **Pur.**

A deluxe set featuring 2-8-4 Berkshire locomotive with smoke and whistle plus 3 operating cars. Consists of: locomotive and tender, gondola car, operating lumber car, operating cattle car and platform, operating searchlight car, illuminated caboose, 8 sections curved track, 7 sections straight track, remote control track set, lockon, lubricant, instruction book. Train is 65½" long.

4-CAR SANTA FE DIESEL FREIGHT WITH HORN & MAGNE-TRACTION

No. 56593—Mfr. No. 2191W

Dealer Price T542-00 E
Suggested Retail Price $70.00 ea.
Inv. _____ **Pur.** _____

General Motors type diesel with plenty of power. Equipped with horn, 2 motors, worm drive and Magne-Traction. Set comprises: Santa Fe twin diesel plus diesel "B" unit, stock car, gondola car, hopper car, illuminated caboose, 8 sections curved track, 7 sections straight track, remote control track set, lockon, lubricant, instruction book. Entire train measures 75½" long.

4-CAR N.Y.C. DIESEL FREIGHT WITH HORN & MAGNE-TRACTION

No. 56599—Mfr. No. 2193W

Dealer Price M842-00 Z
Suggested Retail Price $70.00 ea.
Inv. _____ **Pur.** _____

Another G.M. type diesel featuring horn, 2 motors, worm drive and Magne-Traction. Included in set are: N.Y.C. twin diesel plus "B" diesel unit, stock car, gondola car, hopper car, illuminated caboose, 8 sections curved track, 7 sections straight track, remote control track set, lockon, lubricant, instruction book. Total length of train is 75½ inches.

LIONEL SUPER STREAMLINER

4-CAR SANTA FE DIESEL PULLMAN WITH HORN & MAGNE-TRACTION

No. 56605—Mfr. No. 2190W

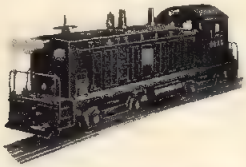
Dealer Price D753-70 $
Suggested Retail Price $89.50 ea.
Inv._____ Pur._____

Deluxe super diesel streamliner with twin unit Santa Fe locomotive. Set consists of twin unit diesel with horn, 2 illuminated Pullman cars; illuminated astradome Pullman car; illuminated observation car. 8 sections curved track, 9 sections straight track, remote control track set, lockon, lubricant, instruction book. Train measures 86" long.

LIONEL LOCOMOTIVES

DIESEL SWITCHER WITH MAGNE-TRACTION

This diesel switcher locomotive is almost a necessity in any model train layout. Realistically and authentically scaled down to the last minute detail. Available with markings of two different railroads



No. 56615 — Mfr. No. 623
No. 56620 — Mfr. No. 624

Dealer Price H915-00 K **Suggested Retail Price** ...$25.00 ea.
Inv._____ Pur._____

"O27" DIESEL LOCOMOTIVE WITH MAGNE-TRACTION

A new diesel unit with Magne-traction. American locomotive twin diesel carries the marking of Rock Island R.R. Has worm drive and horn.

No. 56645 — Mfr. No. 2031

Dealer Price B623-37K **Suggested Retail Price** $38.95 ea.
Inv._____ Pur._____

"O" DIESEL LOCOMOTIVE WITH MAGNE-TRACTION

Santa Fe twin diesel with two motors, horn and Magne-Traction. Accurate markings of the Santa Fe Railroad line.

No. 56655 — Mfr. No. 2343

Dealer Price N428-50R **Suggested Retail Price** $47.50 ea.
Inv._____ Pur._____

N.Y.C. "O" DIESEL LOCOMOTIVE

A realistic twin diesel locomotive unit equipped with two motors, horn and Magne-Traction. Has accurate New York central markings.

No. 56660 — Mfr. No. 2344

Dealer Price N228-50X **Suggested Retail Price** $47.50 ea.
Inv._____ Pur._____

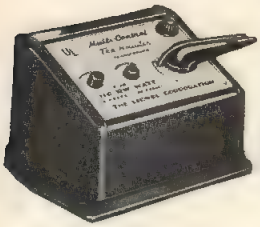
W. PAC. "O" DIESEL LOCOMOTIVE

Western Pacific markings on this new twin diesel with two motors, horn and Magne-Traction. Color is bright red and grey.

No. 56665 — Mfr. No. 2345

Dealer Price N228-50X **Suggested Retail Price** $47.50 ea.
Inv._____ Pur._____

LIONEL TRANSFORMERS

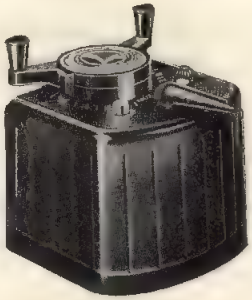


TRANSFORMER 110 WATTS

Has speed throttle that controls two variable voltage ranges. Equipped with whistle and directional controls. Built-in circuit breaker to guard against overloads and shorts. For an "O" gauge train and accessories.

No. 56672—Mfr. No. RW

Dealer Price	L79-30 X
Suggested Retail Price	$15.50 ea.
Inv. _____ Pur. _____	

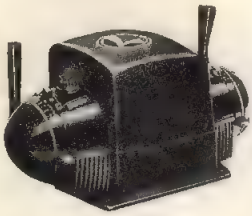


TRANSFORMER 190 WATTS

Operates 2 trains independently on different layouts. Has whistle and directional controls plus built-in circuit breakers. Fixed voltage of 14 volts for operating accessories. Black phenolic case.

No. 56675—Mfr. No. KW

Dealer Price	E413-50 C
Suggested Retail Price	$22.50 ea.
Inv. _____ Pur. _____	



TRANSFORMER 275 WATTS

The king of all transformers — with plenty of power output. Operates 4 trains plus accessories. Engineer-type throttles, whistle, directional controls and built-in circuit breaker. Four voltage circuits

No. 56678—Mfr. No. ZW

Dealer Price	H316-77 K
Suggested Retail Price	$27.95 ea.
Inv. _____ Pur	

LIONEL ROLLING STOCK

ILLUMINATED PULLMAN CARS

Rugged, realistically detailed Pullman cars with illumination. All have remote control real railroad-type knuckle couplers. These cars are favorites on any layout. Three types—"Maplewood," "Chatham," and "Livingston."

No. 56683 — Mfr. No. 2421
(Maplewood)

No. 56686—Mfr. No. 2422
(Chatham)

No. 56692—Mfr. No. 2429
(Livingston)

Dealer Price	H54-65 D
Suggested Retail Price	$7.75 ea.
Inv. _____ Pur. _____	

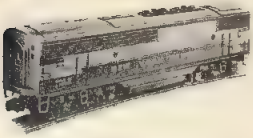
ILLUMINATED OBSERVATION CAR

An illuminated observation car—"Hillside." This realistically detailed car has remote control railroad-type knuckle couplers.

No. 56689—Mfr. No. 2423

Dealer Price	L44-65 K
Suggested Retail Price	$7.75 ea.
Inv _____ Pur	

LIONEL ROLLING STOCK



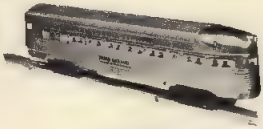
"B" UNITS

These "B" units are decorated to match exactly the twin "A" units. N.Y.C. and Santa Fe.

No. 56695—Mfr. No. 2343C
(Santa Fe)

No. 56698—Mfr. No. 2344C
(New York Central)

Dealer Price ..... T58-25 S
Suggested Retail Price $13.75 ea.
Inv._____ Pur._____

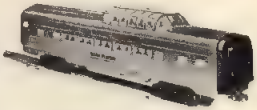


ILLUMINATED OBSERVATION CAR

Extra-long super streamliner observation car. Car is illuminated and shows tiny figures peeking out of the windows. Has remote control operating knuckle couplers. 15" long.

No. 56701—Mfr. No. 2531

Dealer Price ..... J35-97 B
Suggested Retail Price $9.95 ea.
Inv._____ Pur._____



ILLUMINATED ASTRA-DOME CAR

A magnificent car measuring 15" long. A gleaming beauty detailed to look like the real thing. Has remote control knuckle couplers and is illuminated

No. 56704—Mfr. No. 2532

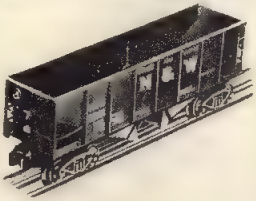
Dealer Price ..... R45-97 T
Suggested Retail Price ..... $9.95 ea.
Inv._____ Pur._____

ILLUMINATED PULLMAN CARS

Two types of Pullman cars. Measure 15" long and illuminated. Have figures looking out of windows. Have remote control knuckle couplers.

No. 56707—Mfr. No. 2533
No. 56710—Mfr. No. 2534

Dealer Price ..... P45-97 N
Suggested Retail Price ..... $9.95 ea.
Inv._____ Pur._____

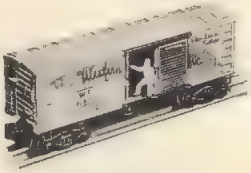


OPERATING HOPPER CAR

Pressure of remote control button opens hopper doors, emptying car. Release button and hopper doors close. Norfolk and Western markings.

No. 56713—Mfr. No. 3456

Dealer Price ..... M73-45 L
Suggested Retail Price ..... $5.75 ea.
Inv._____ Pur._____

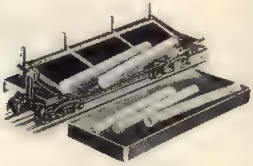


OPERATING BOX CAR

Trainman appears to open slide door when control button is pushed. Measures 9¼" long. Authentic railroad markings.

No. 56719—Mfr. No. 3464

Dealer Price ..... T63-30 R
Suggested Retail Price ..... $5.50 ea.
Inv._____ Pur._____

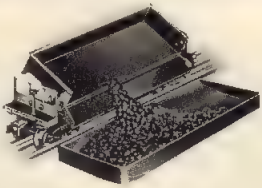


REMOTE CONTROL OPERATING LUMBER CAR

Logs unload by remote control from this unusual car. Touch operating button and steel stakes swing down, bottom tilts up and logs roll out. Heavy die-cast frame is minutely detailed. Measures 9½" long.

No. 56716 — Mfr. No. 3461

Dealer Price N74-35R **Suggested Retail Price** $7.25 ea.
Inv._____ Pur._____



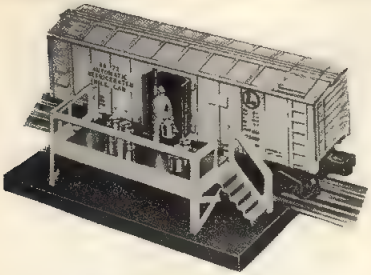
REMOTE CONTROL OPERATING DUMP CAR

Has ingenius gear action. Body tilts up, side drops and load of coal slides out into bin. Body is heavy gauge enameled aluminum. Frame is die-cast. Length 9½". Coal included.

No. 56722 — Mfr. No. 3469

Dealer Price R75-10S **Suggested Retail Price** $8.50 ea.
Inv._____ Pur._____

LIONEL ROLLING STOCK

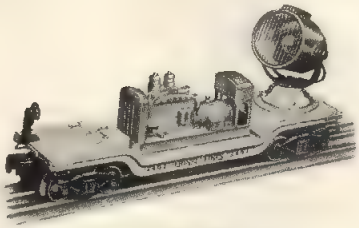


OPERATING MILK CAR

When control button is pushed, doors swing open and milkman comes out and delivers dairy milk can on platform. Magnet in platform keeps cans upright. Cans load through hatch in roof. Car is 9" long, platform 5" x 7¼".

No. 56725 — Mfr. No. 3472

Dealer Price B96-30 T
Suggested Retail Price $10.50 ea.
Inv _____ Pur _____

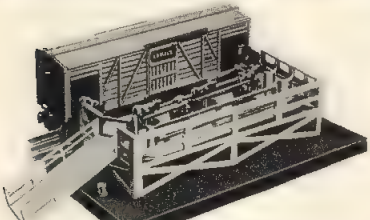


NEW SEARCHLIGHT CAR

Searchlight goes on and revolves in complete circle when remote control button is pressed. Movement is continuous. Rugged construction and with improved light and added action. Car is 10" long.

No. 56728 — Mfr. No. 3520

Dealer Price C44-65 B
Suggested Retail Price $7.75 ea.
Inv _____ Pur. _____

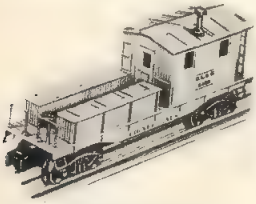


OPERATING CATTLE CAR

Cattle car stops at platform and when remote control button is pushed, overhead doors on car open and cattle troop out. Cattle take one of three routes in corral and then re-enter car. Includes 9 head of cattle. Car is 8½" long.

No. 56731 — Mfr. No. 3656

Dealer Price Z59-57 K
Suggested Retail Price $15.95 ea.
Inv _____ Pur. _____

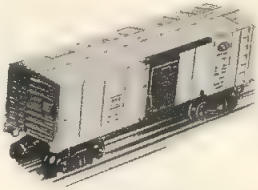


WORK CABOOSE

A clever, authentic replica of the Lackawana wrecker caboose, especially designed for work trains. Excellent scale detail. 9⅜" long.

No. 56734—Mfr. No. 6419

Dealer Price T43-45 R
Suggested Retail Price $3.75 ea.
Inv _____ Pur _____

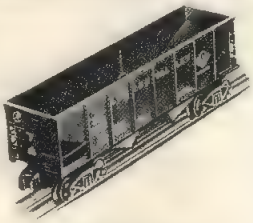


BOX CAR

Scaled down replica of box cars used by major railroads. Interior can be loaded with cargo through sliding doors. 9¼" ong.

No. 56737—Mfr. No. 6454

Dealer Price S52-85 K
Suggested Retail Price $4.75 ea.
Inv _____ Pur. _____



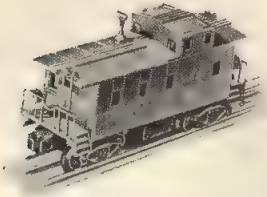
HOPPER CAR

Body is scale built on Lehigh Valley R.R. patterns. Two realistic hopper doors on underside. Measures 9½" in length.

No. 56740—Mfr. No. 6456

Dealer Price T22-85 J
Suggested Retail Price $4.75 ea
Inv _____ Pur. _____

LIONEL ROLLING STOCK

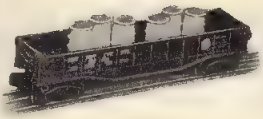


ILLUMINATED CABOOSE

Modeled after type used on Southern Pacific roads. Interior illuminated. Detail includes handbrake, smoke deflector. 7¼" long.

No. 56743—Mfr. No. 6457

Dealer Price N43-00 C
Suggested Retail Price $5.00 ea.
Inv. _____ Pur _____



GONDOLA CAR

Scale designed and with authentic internal and external detail. Includes six barrels. Measures 9½" long.

No. 56749—Mfr. No. 6462

Dealer Price F82-85 R
Suggested Retail Price $4.75 ea.
Inv. _____ Pur _____

OIL TANK CAR

Double dome tank car molded to include air vents, outlets, hand rails, etc. Heavy gauge steel frame. Measures 9" long.

No. 56752—Mfr. No. 6465

Dealer Price F32-70 X
Suggested Retail Price $4.50 ea.
Inv. _____ Pur. _____

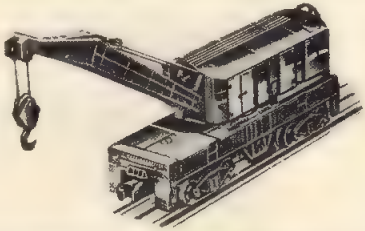
NEW!

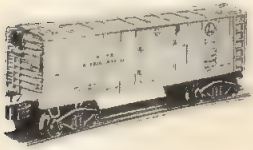
CRANE CAR

One of the most beautifully designed cars in the line. Massive die-cast box frame supports work cab and boom. Hand wheels control tackle. Length is 8⅝".

No. 56746 — Mfr. No. 6460

Dealer Price N64-65 K
Suggested Retail Price $7.75 ea.
Inv _____ Pur. _____



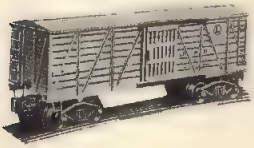


REFRIGERATOR CAR

Detailed as carefully as a real railroad refrigerator car. Precise and authentic detailing of car doors, sides and car ends.

No. 56755—Mfr. No. 6472

Dealer Price X42-85 B
Suggested Retail Price $4.75 ea.
Inv _____ Pur. _____

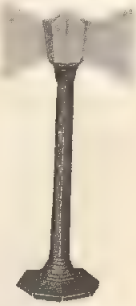


STOCK CAR

Every railroad fan will want several of these stock cars. Authentic and realistic detailing throughout the construction of this model car.

No. 56758—Mfr. No. 6656

Dealer Price H22-85 L
Suggested Retail Price $4.75 ea.
Inv _____ Pur. _____



LAMP POST

Die-cast enameled lamp with fluted column, bayonet-type base.

No. 56764—Mfr. No. 71

Dealer Price B4-57 K
Suggested Retail Price $ .95 ea.
Inv. _____ Pur. _____

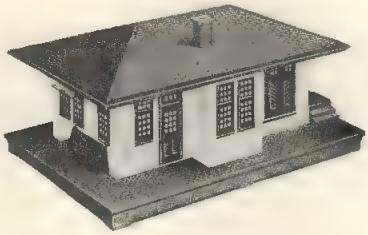
LIONEL ACCESSORIES

WHISTLING STATION

A minutely detailed terraced shack which contains the famous Lionel 2-Tone Remote Control Whistle. Shack can be used on AC or DC. Whistling station is operated by remote control.

No. 56768 — Mfr. No. 125

Dealer Price	N43-75 R
Suggested Retail Price	$6.25 ea.
Inv.	Pur.



ILLUMINATED STATION

Train comes into station, stops waits while passengers unload, then starts again—all automatic—no controlling necessary. Station is illuminated and is realistically detailed Stands 6½" high, base measures 12⅛" x 8¼".

No. 56772 — Mfr. No. 132

Dealer Price	$95-97 W
Suggested Retail Price	$9.95 ea.
Inv.	Pur.

AUTOMATIC SEMAPHORE

When train nears, blade is upright and green light is on When train passes, blade goes down and red light shines. 9⅞" high.

No. 56780—Mfr. No. 151

Dealer Price	H43-30 R
Suggested Retail Price	$5.50 ea.
Inv.	Pur.

AUTOMATIC BLOCK SIGNAL

Enable two trains to operate at same time on same track with no chance of collision. Slows or halts following train. 9" high.

No. 56784—Mfr. No. 153

Dealer Price	N42-85 L
Suggested Retail Price	$4.75 ea.
Inv.	Pur.

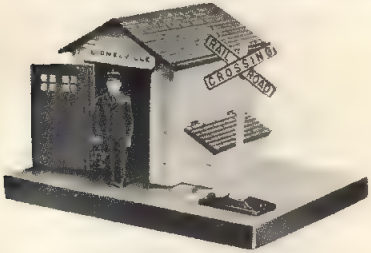
FLASHING HIGHWAY SIGNAL

Red warning lights flash alternately when train nears and stops after train passes. A realistic operating accessory that is 9" high.

No. 56792—Mfr. No. 154

Dealer Price	N32-97 S
Suggested Retail Price	$4.95 ea.
Inv.	Pur.

LIONEL ACCESSORIES



AUTOMATIC GATEMAN

Exciting action every time the train goes by. As speeding train nears, door of shack opens and the gateman rushes out swinging his red lantern. After last car has passed, he returns to shack and door closes. 6¾" high.

No. 56776 — Mfr. No. 145

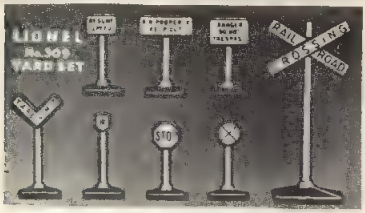
Dealer Price ..... F63-57 L
Suggested Retail Price ..... $5.95 ea.
Inv ..... Pur. .....

STATION PLATFORM

Richly enameled and deeply ribbed roof. Die-cast structural columns. Real picket fence contains colorful billboards. Twin bulb roof illumination. Measures 12" long, 5⅛" high, 3¼" wide.

No. 56800 — Mfr. No. 157

Dealer Price ..... R42-25 M
Suggested Retail Price ..... $3.75 ea.
Inv. ..... Pur. .....



RAILROAD YARD SET

No model train layout is complete without this set of realistic railroad yard signs. They are authentic signs as used by major railroads and will add much to any layout. Contains 8 railroad signs.

No. 56812 — Mfr. No. 309

Dealer Price ..... A7-60 Q
Suggested Retail Price ..... $1.00 ea
Inv. ..... Pur. .....

BILLBOARD SET

Another accessory that adds realism to any model train layout. Showing nationally advertised brands. Authentically designed frames like real billboard.

No. 56816 — Mfr. No. 310

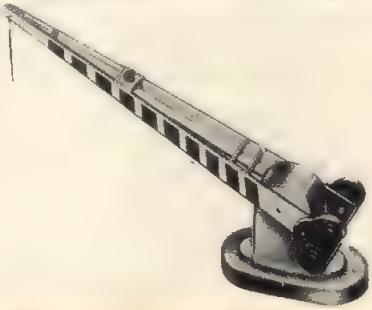
Dealer Price ..... E8-75 P
Suggested Retail Price ..... $1.25 ea
Inv. ..... Pur. .....

CROSSING GATE

Realistic, correctly proportioned crossing gate lowers arm showing red light while train passes. Raises when train is past.

No. 56808 — Mfr. No. 252

Dealer Price ..... Y82-37 H
Suggested Retail Price ..... $3.95 ea.
Inv. ..... Pur. .....



CONTACTOR

No. 56788 — Mfr. No. 153C

Dealer Price ..... T3-75 C
Suggested Retail Price ..... $1.25 ea.
Inv. ..... Pur. .....

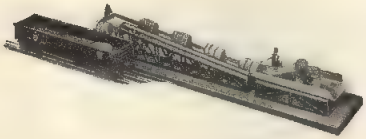
LIONEL ACCESSORIES

TRESTLE BRIDGE

Scaled down model of the big steel railroad bridges that span real rivers and chasms. Made of heavy rolled steel. Deeply embossed structural details. Welded assembly. Aluminum finish. Size 24" x 6" x 8".

No. 56820 — Mfr. No. 317

Dealer Price ..... N51-65 G
Suggested Retail Price ..... $2.75 ea.
Inv._____ **Pur.**_____



OPERATING BARREL LOADER

Barrels are placed in upright position on lower platform. Vibration of platform moves them down within reach of workman who swings arm and tips barrels onto moving belt. Belt moves barrels up into gondola car. 19" x 3-1/16" x 7¾". Car not included.

No. 56828 — Mfr. No. 362

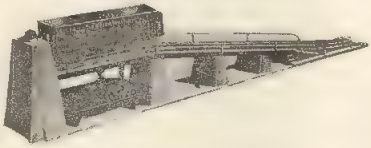
Dealer Price ..... V24-65 B
Suggested Retail Price ..... $7.75 ea.
Inv._____ **Pur.**_____

LOG CONVEYOR

Logs are carried to upper platform on conveyor belt and tumble into waiting car. Entire action on one track—no siding needed. Remote control operation. Logs included. Car is not included. Measures 3-3/16" wide, 4⅛" high, 27⅞" long.

No. 56832 — Mfr. No. 364

Dealer Price ..... I58-37 G
Suggested Retail Price ..... $13.95 ea.
Inv._____ **Pur.**_____



OPERATING COAL RAMP

Locomotive backs operating hopper car up ramp. Bottom of hopper car opens, dumping coal into bin below. Ramp holds 3 cars and tender. Set is complete with operating hopper car. Measures 35" long, 6-3/16" high, 3-3/16" wide.

No. 56860 — Mfr. No. 456

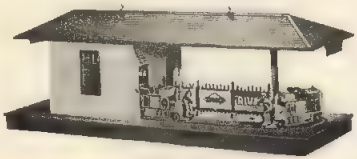
Dealer Price ..... J211-10 Z
Suggested Retail Price ..... $18.50 ea.
Inv._____ **Pur.**_____

OPERATING FREIGHT STATION

At pressure of remote control button, little baggage man runs his electric car in and out of station. Station has bulletin boards on fence and is illuminated. Measures 5½" high, base is 5" x 15".

No. 56824 — Mfr. No. 356

Dealer Price ..... H94-77 U
Suggested Retail Price ..... $7.95 ea.
Inv._____ **Pur.**_____



COME ABOARD THIS NEW BEAUTY!

Own an OWENS "30"

For a lifetime investment in pleasures afloat . . . for extended cruising with friends and family . . . you'll *Revel in Roominess* aboard this outstanding 30 footer! She sleeps six in two-cabin privacy . . . no cramped quarters or small deck spaces here! Compare her width of aisles; width of berths; full headroom lavatory and spacious built-in dinette. The "First Mate" will thrill with the luxuriousness of the two cabins—from gleaming mahogany main salon to the completely equipped bright and cheerful galley and the luxurious inner spring berths.

Judge for yourself how the Owens "30" combines beauty with speed in every line. Her strongly built, all-mahogany planked Everdur bronze fastened hull has a wider beam to length ratio, and higher freeboard than other boats this size. This makes her comfortable and dry . . . a real sea boat in any weather—at home on river, lake or open sea. Her forward sections are very sharp. The bow is wide, flaring and bouyant which means easy riding in any sea. Her framing is husky and closely spaced . . . and every part is perservative dipped after fitting and before being installed. Her twin screw flagship marine engines give her speeds "to pass the fleet" and use less gasoline at the end of a day's run.

You'll know real boating pleasure and the thrill of ownership when you skipper this all-mahogany beauty from the Flying Bridge Controls or entertain your friends in the BIG one-level cockpit.

Step aboard now! See for yourself the many outstanding advantages that makes Owens the leader in L — S — V . . . LIVABILITY SEAWORTHINESS VALUE.

OWENS YACHT CO., INC., 11 Owens Ave., Baltimore, Maryland

Boat Yard and Dealer inquiries invited

This all mahogany ruggedly built 30 foot hull is also available in popular "Sedan" or "Deck Cabin" models. The Owens '30' Sedan priced from $8380.

Flagship Marine Engines are daily proving their extreme dependability, greater smoothness and lower operating costs on thousands of pleasure and commercial craft of all types. Gas or Diesel 6 cylinder engines, 100 H.P. and 118 H.P. You'll miss real engine value if you don't compare their prices and superior features.

Seagoing Dependability

RICHARDSON "33" *Express*

Take her out to open water or explore some little known river or inlet and you'll find that the Richardson "33" Express responds instantly to your command. Her round bilge hull makes her exceptionally seaworthy and dry. Her twin power with reduction gear assures agile maneuverability in the tightest places.

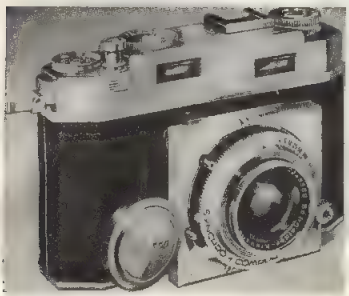
Complete living accommodations are provided for four in her trunk cabin with ample locker and stowage space for extended cruising. The extra large, airy cockpit has plenty room for fishing, lounging or entertaining.

A few Richardson Dealers have boats on order for delivery this summer. If you want to enjoy the thrill of owning a Cruiser that sets the Standard of Comparison for boating value, see your Richardson Dealer today or write

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

New 35mm Ansco Karomat



THE 35MM CAMERA OF OUTSTANDING ENGINEERED PRECISION

This camera is for the photographer who requires and demands the best. Provides perfection in construction, speed and flexibility of operation. **The Ansco Karomat is supplied with a special six-element, hard-coated precision ground F:2.0 lens.** Lens is set in a synchro compur rapid shutter with 9 automatic speeds from 1 second to 1/500th of a second plus T & B. **Synchronized for flash.** The precise lens-coupled range finder makes accurate focusing quick and easy from 8 feet to infinity. A special feature of the Karomat is its rapid film transport lever . . . with this unusual mechanism the film can be transported to the next exposure in a brief fraction of a second. **Uses standard 35mm cartridges, negative size 24x36mm.** The all metal body is covered in black grained genuine leather. **Retail $164.10.**

424Q818 . . . . . EACH **$121.98**

Genuine Leather Eveready Type Case.
424Q819 . . . . . EACH **$8.62**

SPEEDEX SPECIAL

The Speedex Special is Ansco's best 2¼x2¼" folding camera. The lens is a hard-coated, fully color corrected F:4.5. Apotar anastigmat, fitted in a Prontor, flash synchronized 8-speed shutter from 1 second to 1/300th of a second plus time and bulb. **Focusing range 3 feet to infinity.** The picture size is 2¼x2¼" **taking 12 on 120 film.** This camera features a delayed action shutter, permitting a 10-second delay for special effects. The body is constructed of metal and is covered in durable black grained Robusite. Handsomely trimmed in satin-finish chrome. Eye-level optical style finder. **Retail $48.65.**

424Q800 . . . . . EACH **$36.17**

The Regular Speedex camera is similar to the Speedex Special. The principal differences of the two cameras being in their lens and shutter equipment. **The Speedex is equipped with a color-corrected Agfa F:4.5 Agnar anastigmat hard-coated lens set in a vario set-and-release type shutter with speeds of 1/25 to 1/200th of a second, plus time and bulb.** Also flash synchronized. Focusing range from 3 feet to infinity. **Retail $36.50.**

424Q801 . . . . . EACH **$27.14**

Genuine Leather Eveready Type Case. For both models.
424Q804 . . . . . EACH **$4.80**

F:3.5 AUTOMATIC REFLEX

Money cannot buy a finer Twin-Lens Reflex Camera than this Ansco Automatic. **Check these outstanding features.**

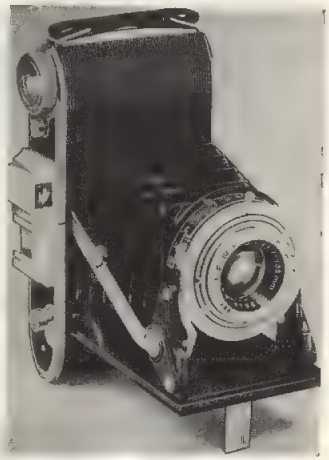
- **Surface-coated F:3.2 viewing lens** to match the hard-coated F:3.5 Ansco Anastigmat taking lens
- Fitted in a set-and-release type **flash-synchronized shutter with 9 speeds** from 1 second to 1/400th of a second, plus bulb
- **Dual focusing controls,** offering the advantage of either right or left hand operation, from 3 feet to infinity
- **For extra critical focusing** there is a built-in magnifier
- **Takes 12 pictures 2¼x2¼" on 120 film**—either black and white, or color
- **Aluminum body covered in Morocco-grained, genuine leather**

A camera of popular recognition that meets every requirement of the enthusiast. **Retail $189.25.**

424Q820 . . . . . EACH **$144.73**

Genuine Leather Eveready Type Case.
424Q821 . . . . . EACH **$9.20**

Ansco Viking Folding Cameras



We take pride in offering 2 popular models of folding cameras! These will please the weekend photographer as well as the serious enthusiast. Each of these sturdy-built cameras will give years of dependable service. **The body of these Viking model cameras is made of metal and covered in rich black, grained, waterproof Robusite.** Film window has hinged light cover to protect film against fogging. **The new Ansco Viking cameras take 8—2¼x3¼" black and white negatives, color negatives, and color transparencies on popular, easily obtained 120 roll film.**

(Illustrated)
The Ansco F:4.5 Viking has an Agfa F:4.5 Agnar, hard-coated and color-corrected lens . . . Set in a Pronto shutter with speeds from 1/25 to 1/200th of a second plus bulb **. . . Synchronized for flash.** Focusing range 3 feet to infinity. **Special feature of this model is a built-in self timer with delayed shutter action.** Has body shutter release and eye-level view finder. **Retail $48.85.**

424Q803 . . . . . EACH **$36.17**

As above: (Not shown).
The Ansco F:6.3 Viking has an Agfa F:6.3 Agnar anastigmat, hard-coated and color corrected lens. Set in a Vario shutter with speeds of 1/25 to 1/200th of a second plus bulb. **Synchronized for flash.** Focusing range 3 feet to infinity. Body shutter release and optical, eye-level view finder. **Retail $34.95.**

424Q802 . . . . . EACH **$26.06**

Genuine Leather Eveready Type Case (for both models).

424Q805 . . . . . EACH **$4.80**

NEW ANSCO FLASHGUN

A new type flash gun—specially developed for use with the new Ansco cameras shown on this page. **Suggested Retail $9.95.**

424Q822 . . . . . EACH **$7.02**

SPARTUS KITS and Accessories

SPARTUS FULL-VUE CAMERA OUTFIT

Wonderful flash camera value—a fine camera and a complete set of attachments and accessories. The camera as a special feature takes the guesswork out of photography by showing you the picture before it's taken and giving the image seen on the snapshot. **Can't be beat for perfect pictures day or night, indoors or out, 12 pictures 2¼x2¼" on 120 film.**

KIT CONTAINS:

- 1 Spartus Full Vue Camera
- 1 Roll of Film
- 1 Flash Gun
- 1 Gadget Bag
- 4 Flash Bulbs
- 1 Shoulder Strap
- 1 Book on Photography

Suggested Retail $18.10.

424Q799.....DEALER COST, EACH **$11.69**

SPARTUS PRESS FLASH CAMERA OUTFIT

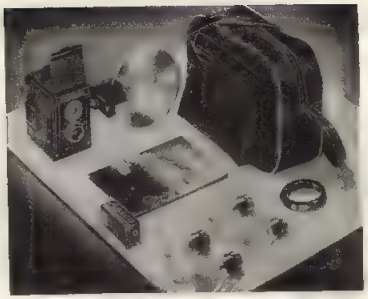
Another fine camera outfit value! The camera is the only one with an exclusive built-in flash unit. **Takes flash picture in Black and White or color—indoors or out, 8 pictures 2¼x2¼" on 120 film.** Simple to operate—no fuss or bother with adjustments. Spartus quality throughout! **Includes an attractive luggage tan camera gadget bag with zipper openings.**

KIT CONTAINS:

- 1 Spartus Press Flash Camera
- 4 Flash Bulbs
- 1 Vinyl Plastic Bag
- 1 Book on Photography
- 1 Roll of Film

Suggested Retail $15.80.

424Q807 . . DEALER COST, EACH **$12.89**



SPARTAFLEX TWIN LENS REFLEX CAMERA OUTFIT

Looks and works like high priced twin-lens reflex cameras, but sells for a good deal less. Viewing and picture-taking lenses are coupled to give proper focus in picture taking lens when the viewing lens is adjusted for distance. **Takes 12 pictures 2¼x2¼" on 120 film.** Smartly designed plastic case with ebony Black finish, chrome plated metal parts. **Zippered gadget bag of handsome luggage tan plastic material.**

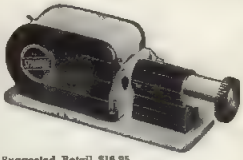
KIT CONTAINS:

- 1 Spartaflex Twin Lens Reflex Camera
- 1 Flash Gun
- 1 Shoulder Strap
- 4 Flash Bulbs
- 1 Roll of Film
- 1 Gadget Bag
- 1 Book on Photography

Suggested Retail $29.95

424Q808 . DEALER COST, EACH **$19.57**

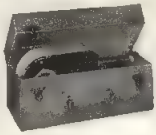
Spartus 35mm Slide Projector



This fine unit has new desirable features found in projectors selling at much more. Sturdily constructed. Light weight. Can be set up in a jiffy. **Easy focusing; sharp, bright image from edge to edge.** 110-120V, AC-DC current built-in on and off switch; height adjustment. **Complete with 100 watt lamp.** UL approved

Suggested Retail $16.95.

424Q751.....DEALER COST, EACH **$11.07**



CUSTOM BUILT CARRYING CASE

Regulation-built, sturdy fitted Spartus projector case keeps your projector clean, safe and dust proof when not in use. Reinforced locks. Plastic carrying handle. **Suggested Retail $4.00.**

424Q752 . DEALER COST EACH **$2.62**

Film Strip Carrier.

424Q780 . ...DEALER COST, EACH **$1.64**

SPARTUS 35MM CAMERA OUTFIT

An "all-purpose" package for the 35mm enthusiast. **Here's a candid camera for color or Black and White shots . . .** built-in K2 cloud filter for yellow effects. **Coated F:7.7 achromat lens.** Fully zippered gadget bag with extra zipper pouch.

KIT CONTAINS:

- 1 Spartus "35F" Camera
- 1 Gadget Bag
- 1 Flash Gun
- 1 Book on Photography
- 4 Flash Bulbs
- 1 Roll of Film

Suggested Retail $22.95.

424Q809. .. . .DEALER COST, EACH **$14.82**

"Wherever you cruise ...you'll find a MATTHEWS" ...Auto-Lite Equipped!

MATTHEWS "40" Double Cabin Cruiser with flying bridge. Powered by Chrysler - equipped by Auto-Lite.

NOTHING adds more pleasure to a cruise than dependable engine performance. To help assure this reliability, Matthews engineers specify Auto-Lite electrical equipment. Auto-Lite's world-wide reputation for dependability is so great, that today nine out of ten leading builders of marine engines for pleasure craft specify Auto-Lite electrical equipment.

For the convenience of pleasure craft owners, there are qualified Auto-Lite repair and replacement service stations near every major port. Insist on Auto-Lite when you need replacement parts.

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio — Sarnia, Ontario

Tune in "Suspense!" . . CBS Radio Mondays . . . CBS Television Tuesdays

9 out of 10 pleasure craft engine makers . . . specify **AUTO-LITE**

SPARK PLUGS • STARTING • LIGHTING • IGNITION • BATTERIES • WIRE & CABLE

BIG! FAST! ABLE!

NEW RICHARDSON "40"

BIG in comfort and convenience with plenty of locker and stowage space . . . ample lounging and entertaining facilities.

FAST . . . her twin power with reduction drive combine to give speed and smooth going that is almost amazing.

ABLE . . . her sturdy construction and traditional Richardson round bilge hull provide comfort and seaworthiness in all kinds of weather.

The new Richardson "40" is available with sleeping accommodations for six or seven. Dual controls and shower are obtainable. Pressure water system standard.

See your Richardson dealer today or write

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

at the show . . .

A. & B. Wigs

TAKE TOP HONORS!

Check the most salable looking dolls at the show . . . you'll discover that they all have A. & B. wigs of:

NYLON • SARAN • MOHAIR • HUMAN HAIR

we are the Originator and leading manufacturer of the famous *dynel* wig which gives extra value and "buy-appeal".

ACCLAIMED the "miracle" doll's hair, *dynel* gives every doll that life-like, living hair look. Serviceable, practically indestructible, *dynel* comes in many shades and stands up marvelously under repeated washings . . . lends itself to curling and all modern hair-dos.

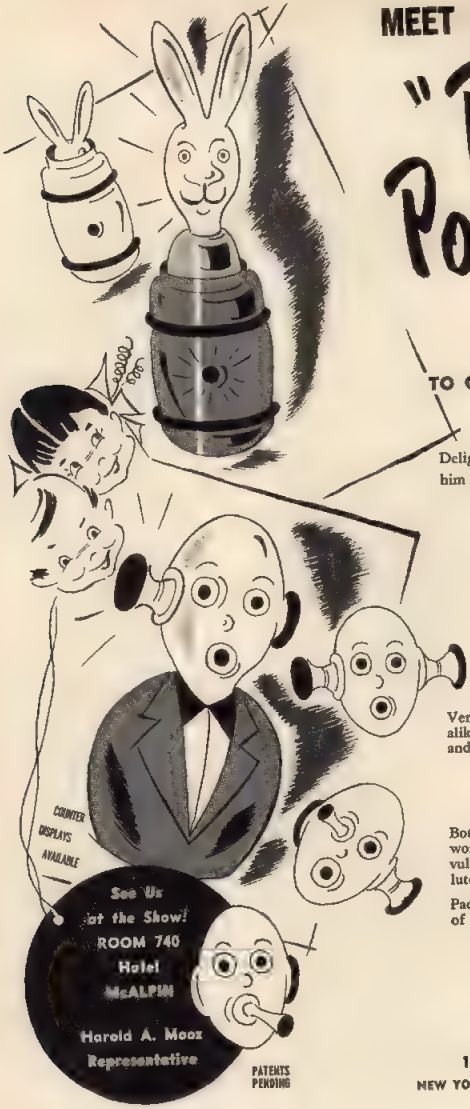
Get in on the national popularity of *dynel*—give your dolls the extra selling advantage that comes when you say:

"Wigs of dynel"

A. & B. WIG COMPANY

890 Broadway GRamercy 3-5454 New York 3, N. Y.

DOLLSPART SUPPLY CO.
(Doll Hospital Distributor)
5 East 19th Street New York 3, N. Y.



MEET JO-BO'S "BROTHER"

"Petey Pop-up"

THE LATEST ADDITION TO OUR LINE OF ANIMATED TOYS

A NATURAL SELLER!

Delights Kids of all ages. Squeeze him. Watch him pop out of the barrel.

only **98c** *retail*

I'm JO-BO

Versatile JO-BO brings fun to young and old alike. Squeeze him and he pops his eyes, nose and ears, — individually and all at once.

only **79c** *retail*

Both PETEY POP-UP and JO-BO are made of wonder-soft latex, colorfully treated with self-vulcanizing paints . . . all fast colors. Absolutely safe for kiddies!

Packed individually; dozen to a box; cartons of 3, 6, or 12 dozen.

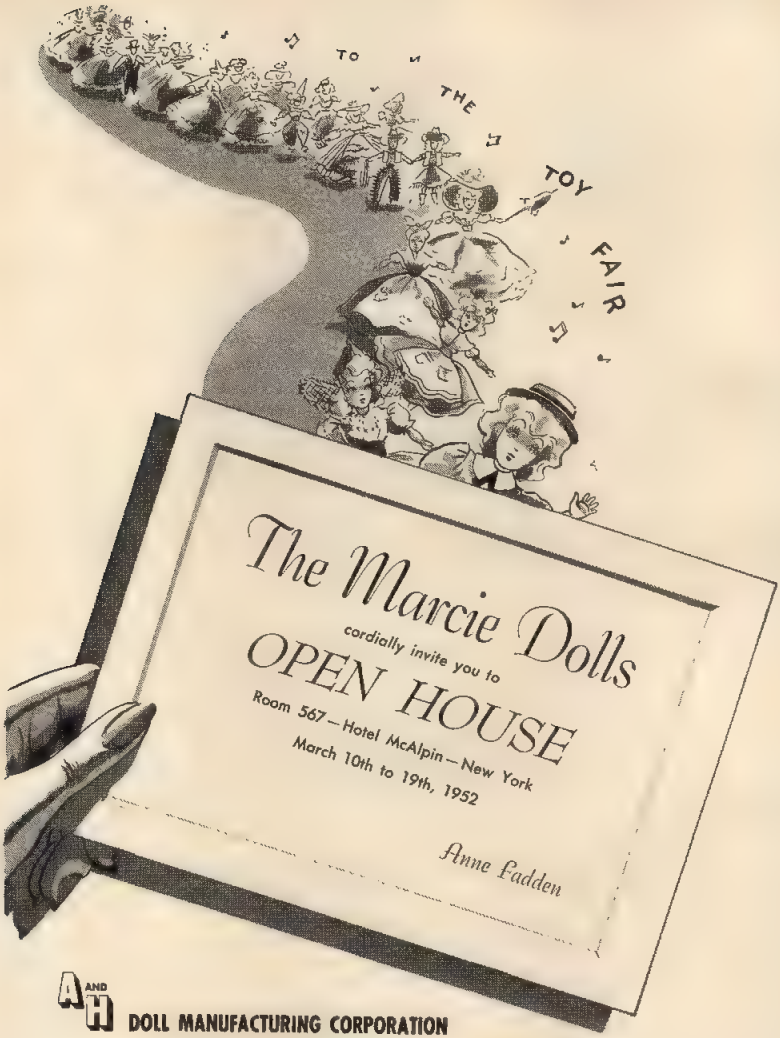
Write Today for further details:

BLAKE-CUTLER CORP.

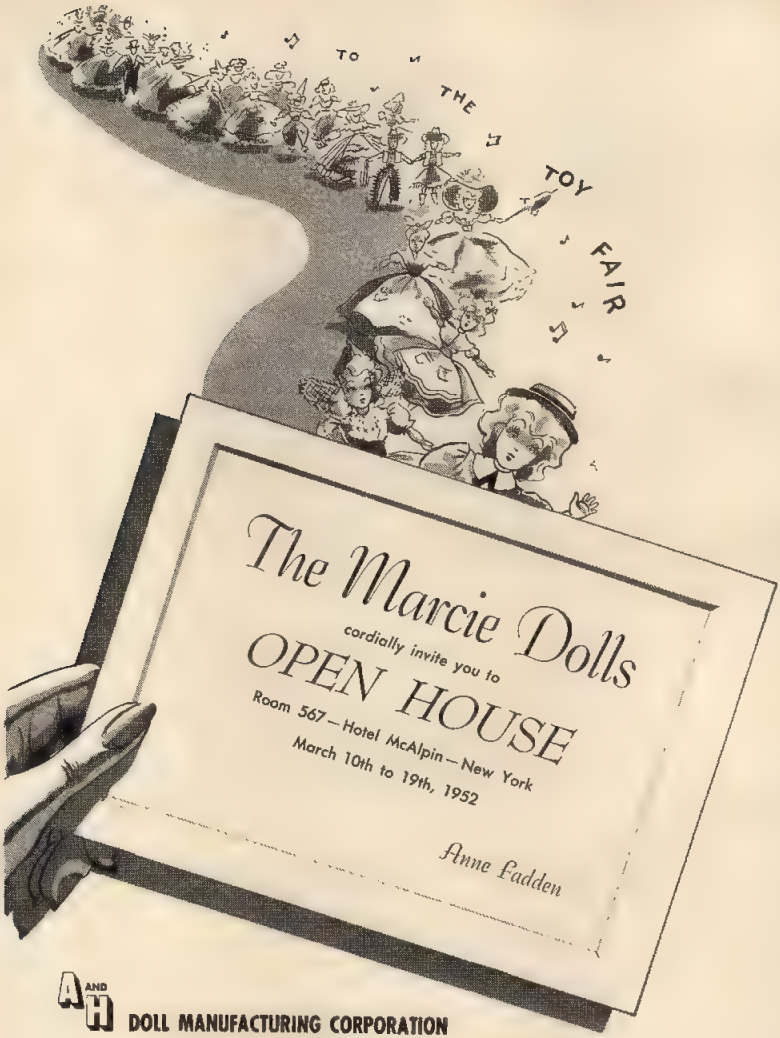
Manufacturer

120 TREMONT ST., BOSTON 8, MASS.

NEW YORK OFFICE: 130 West 42nd St., LAckawanna 4-0775



A AND H DOLL MANUFACTURING CORPORATION
43-12 50th STREET • WOODSIDE 77, N.Y.
Home of the Marcie Dolls



A AND H DOLL MANUFACTURING CORPORATION
43-12 50th STREET • WOODSIDE 77, N.Y.
Home of the Marcie Dolls

Buyers everywhere applaud the Debut of

Donna Dolls

MARCIE'S new, quick-selling sister

Approx. 12 inches high;
18 characters dressed in authentic costumes.
To sell profitably at about $2.98

Write today for full information

DOLL MFG. CORP.
43-12 50th St., Woodside 77, N. Y.
Home of the Marcie Dolls

A Familiar Name to Millions!

NATIONALLY ADVERTISED — NATIONALLY RECOGNIZED

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

UNIVERSAL MFG. CO. INC.
TRADE MARK
GYM-DANDY
SHREVEPORT, LA.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

GYMS and SLIDES

•

UNIVERSAL MFG. CO., INC.

General Offices and Factory: SHREVEPORT, LOUISIANA

PERMANENT DISPLAY OFFICE

CHICAGO, Space 1447-8 Merchandise Mart, Tom Hartigan, Rep.—NEW YORK, 230 Fifth Avenue, Redell & Demov, Reps.

WE'RE GOING TO THE FAIR
WE'RE GOING TO THE FAIR
WE'RE GOING TO THE FAIR

And we're only three of the seventy-four popular, fast-selling MARCIE costume and character dolls...and so popularly priced, too . . . at only $1.98 Retail, slightly higher in some locations.

Be sure to come in and see all of us in Room 567 at the Hotel McAlpin when you are in New York for the TOY FAIR.

Have you seen Lovely Alice and her book, "Adventures from the Original Alice in Wonderland," the first of the new MARCIE "READ and PLAY"* Series? She will be at the Fair, too, with five brand new "READ and PLAY" dolls and books!

The popular MARCIE Undressed Dolls will also be represented there. They are featured in McCall's Spring-Summer Needlework Magazine and the Spool Pattern Books and Leaflets.

*A copyrighted MARCIE feature.

LITTLE GYPSY

GIBSON GIRL

FLOWER GIRL

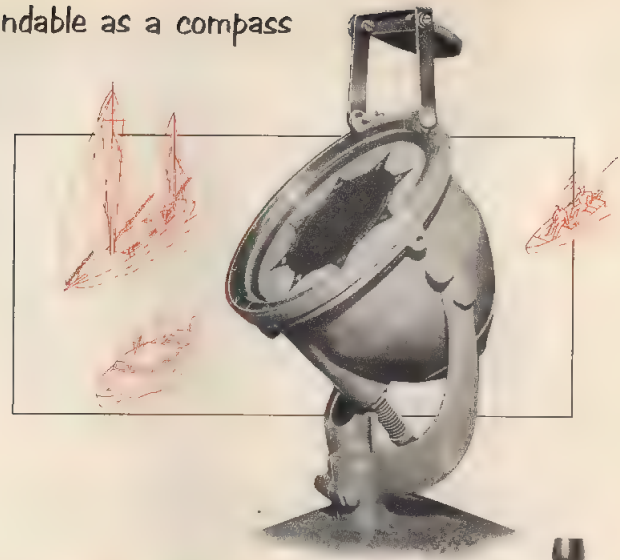
A. & H. DOLL MFG. CORP.

43-12 50th St., Woodside 77, N. Y.

Home of the Marcie Dolls

AMERICA'S OUTSTANDING CHARACTER DOLL

Dependable as a compass



FAMOUS **AC SPARK PLUGS**

WITH PATENTED *CORALOX* INSULATOR

Boat owners know the importance of a reliable spark plug in inboard and outboard engines.

AC's patented *CORALOX* Insulator has unique properties to keep AC Spark Plugs clean, efficient, and reliable no matter whether your engine is running hot or cold, at cruising speed or full-throttle.

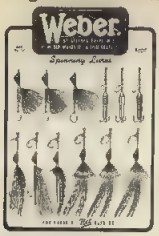
There are special AC types for inboard and outboard motors. Install a set and you'll always be "at home"—at sea!

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

THE
BIGGEST HIT
IN MODERN BASEBALL
ADIRONDACK
Bats!
Carry the
NEW Champion
in Your Sporting Goods
Lineup.
ADIRONDACKS 2nd
Growth Northern White Ash
and Flexible Whip Action Team
up to pack A TERRIFIC WALLOP
on the Diamond and in Sales.
WEADOCK-MILLARD INC
ADIRONDACK
WHITE ASH
DOLGEVILLE NEW YORK
Backed by
Adirondacks Are First Choice
Free Advertising Aids to Dealers.
Send for our Bat Catalog today.

FISHING LURES

Spinning Lure Assortment



Contains one dozen spinning lures. Three each of the following Nos.: TSS Tailspin, MM Mitey-Mite, SNE Webercraft Streamer and HOBS Streamer.

No. 865 .....Card $9.00
One dozen assorted on a card

Contains four lures. One each of the following:
Mitey Mite, HOB Streamer, Webercraft Streamer and Tailspin.

No. 879 .....Box $3.00
Four lures in a box

Airex

Contains 10 assorted spinning lures. Packaged in a lucite plastic box.

No. 577—Wt. doz., 4 lbs. .....Asst. $6.50
One dozen assortments in a carton

Crawfish Humbug

Soft shelled body. Controlled action, floats. Treble hook.

Length 1¾ Inches

No.	Finish	Dozen
606-3OB	Orange and black	$12.00
606-3YB	Yellow and brown	12.00
606-3GY	Green and yellow	12.00
606-3WR	White and red	12.00
606-3SB	Silver and black	12.00

Length 2 Inches

No.	Finish	Dozen
606-2OB	Orange and black	$10.20
606-2YB	Yellow and brown	10.20
606-2GY	Green and yellow	10.20
606-2WR	White and red	10.20
606-2SB	Silver and black	10.20

Length 2¼ Inches

No.	Finish	Dozen
606-1OB	Orange and black	$9.00
606-1YB	Yellow and brown	9.00
606-1GY	Green and yellow	9.00
606-1WR	White and red	9.00
606-1SB	Silver and black	9.00

Popper Spook

No. 940 Series
Heddon POPPER-SPOOK For Fly Rods

Transparent bodies. Indestructible construction. Very buoyant. Hook molded into body and held fast. Casts easily and accurately. Length 1⅛ inches. No. 5 hook.

No.	Color	Dozen
940GR	Gray body, gray hackle	$10.20
940WR	White body, red hackle	10.20
940BW	Black body, black hackle	10.20
940BR	Brown body, brown h'kle	10.20
940Y	Yellow body, y'll'w h'ckle	10.20
940DG	Green body, green hackle	10.20

One in a cellophane top box, 12 in a carton

Beetlebug

A ¼ oz. spinning lure. Dives, twists and wiggles. All metal.

No.	Finish	Dozen
NLB	Brass	$7.20
NLC	Copper	7.20
NLCP	Chrome	7.20

One-half dozen on a card

Punkie-Spook

No. 980 Series
Heddon "PUNKIE-SPOOK"

A fly rod size lure. Weight 4/100 ounce. Length ⅞ inches. No. 1 Kirbey hook. A floating and diving lure.

No.	Description	Dozen
980SD	Shad	$9.00
980SUN	Sunfish	9.00
980CRA	Crappie	9.00
980GL	Bluegill	9.00

One in a box

Bass-Bug-Spook

HEDDON'S

Transparent bodies. Lifelike appearance. Hooks will not pull out nor will lure get water logged. Very light and buoyant.

Heddon "BASS-BUG-SPOOK" Transparent Body

LARGE SIZE

For bass and large trout. Length 2 inches. No. 1 hook.

No.	Color	Dozen
975BR	Brown body, wings and hackle	$10.20
975BW	Black and white	10.20
975DG	Green body and wings, yellow hackle	10.20
975GR	Gray body, wings and hackle	10.20
975WR	White body and wings, red hackle	10.20
975Y	All yellow	10.20

One in a cellophane top box, 12 in a carton

Heddon "BASS-BUG-SPOOK" Transparent Body

SMALL SIZE

For bluegills, crappies, etc. Length 1½ inches. No. 4 hook.

No.	Color	Dozen
974BR	Brown body, wings and hackle	$10.20
974BW	Black and white	10.20
974DG	Green body and wings, yellow hackle	10.20
974GR	Gray body, wings and hackle	10.20
974WR	White body and wings, red hackle	10.20
974Y	All yellow	10.20

One in a cellophane top box, 12 in a carton

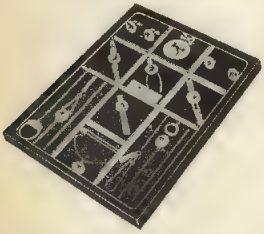
WATCH CHARM ASSORTMENT
Weber's

Gold filled watch charm with double convex sides of crystal glass. Diameter of disk ⅝ inch. Assortment contains six watch charms.

No. 897 ..... Card $10.50

Six on a card

JEWELRY ASSORTMENT



Contains one of each of 10 Gift Jewelry items, packed in "window-top" display box shown.

No. 950—"Wishbone" Tie Holder	$3.25
No. 951 "Arrow" Tie Holder	3.75
No. 952—"Flex-It" Tie Holder	4.50
No. 953—"Tie-Chain" Tie Holder	3.00
No. 954—"Clipper" Tie Holder	3.25
No. 955—"Duo-Gem" Cuff Links (one pair)	4.00
No. 956—"Bold Look" Key Chain	3.00
No. 957—"Identity" Key Chain	5.00
No. 960—"A'Lure" Lapel Pin	2.75
No. 961—"A'Lure" Earrings (one pair)	2.40
Actual Retail Value	$33.40

Authentic hand-tied Weber flies in brilliant colors, gem-set in crystal-clear plastic and gleaming gold. Here are gift items that will charm both sportsmen and sportswomen on Christmas, birthday, anniversary or similar gift occasions. Sure to be welcomed and treasured by the ardent fishing fan!

No. 975—Asst. ..... Each $42.00

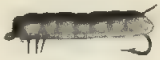
One in a box

FISHING LURES
Jeff's Originals
Made of Rubber

GRASS SHRIMP

No. 8 Mustad Carlisle hook.
No. 13 .....Dozen $4.20
One dozen on a card

CATALPA WORMS

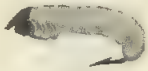


No. 8 Mustad Carlisle hook.
No. 11 .....Dozen $4.20
One dozen on a card

TIMBER ANT

No. 34—Brown . . Dozen $4.20
No. 35—Black .... . " 4.20
One dozen on a card

GRUB WORM



LARGE
No. 2 Mustad Kirby hook.
No. 4 .....Dozen $4.20
One dozen on a card

SMALL
No. 9 Mustad Limerick hook.
No. 10 .....Dozen $4.20
One dozen on a card

HELGRAMITES

No. 8 Mustad Carlisle hook.
No. 6 .....Dozen $4.20
One dozen on a card

FISHING LURES
Jeff's Originals
Made of Rubber

MIDGET FROG

No. 8 Mustad Ringed Sproat hook.
No. 7 .....Dozen $4.20
One dozen on a card

GRASSHOPPER

Green or Brown
No. 8 Mustad Ringed Sproat hook.
No. 1—Green .....Dozen $4.20
No. 8—Brown ..... " 4.20
Above one dozen on a card

CADDIS LARVA

No. 8 Mustad Ringed Sproat hook.
No. 37 ..... . .Dozen $4.20
One dozen on a card

ROACH
No. 8 Mustad Ringed Sproat hook.
No. 14 .....Dozen $4.20
One dozen on a card

BLACK CRICKET
No. 8 Mustad Ringed Sproat hook.
No. 12 .....Dozen $4.20
One dozen on a card

MIDGET CRAWFISH

No. 8 Mustad Carlisle hook.
No. 9 .....Dozen $4.20
One dozen on a card

Daisy Air Rifles, Guns for Young Shooters

A MOSSBERG REPEATER SHOTGUNS. Bolt action repeaters. An ideal first shotgun for any young shooter. Factory-fitted precision choke tubes interchange quickly in the field. Available in 20 and .410 gauge. Three-shot capacity. Proof-tested barrel. Molded trigger guard, thumb safety. Monte Carlo walnut finished pistol grip stock, modern trap style forearm. Length overall 44½ in. Act. wt. 5½ lbs.

20-GAUGE REPEATER. 3 guns in one — full modified, and improved cylinder choke tubes. Detachable 3-shot clip magazine. 25-in. barrel takes 2¾ in. shells. *Postpaid.*
60 WN 185 L—No Charge for Credit 25.95

.410-GAUGE REPEATER. 2 guns in one—full and modified choke tubes. Fixed type top loading box magazine holds 3 shells. 23-in. barrel takes 2¾ or 3 inch shells. *Postpaid.*
60 WN 183 L—No Charge for Credit. 22.95

B STEVENS MODEL 15 SINGLE SHOT RIFLE. Just the rifle for your youngster learning to shoot, good for experienced .22 shooters too because of its fine construction. Bolt action with new shape bolt handle. Easy takedown. Positive ejector, double strength extractor. Rebounding safety. Shoots short, long, or long rifle cartridges—regular or high speed. One-piece 24-in. barrel and receiver. Sporting rear sight adjustable for elevation. Gold bead front sight. Pistol grip stock with longer forearm is walnut finished. Length 40 in.
60 WN 815 L—Act. wt. 5 lbs. *Pstpd* 12.98

C DAISY 1000-SHOT REPEATER. A great gift for young sportsman. Full-length, lever action repeating air rifle that will hold nearly 1000 shots. Natural finish straight wood stock. Steel parts have gun blue finish. Open rear sight, blade front sight.
60 W 1407 L—Ship. wt. 3 lbs. 8 oz. . . . 4.59

NOTICE: Words do not sell guns to minors check local laws before ordering air rifles.

D DAISY "DEFENDER" AIR RIFLE. A lever-action repeating rifle especially designed for marksmanship instruction—can be used in National Rifle Association Jr. Program. Positive action, 50-shot, forced spring feed prevents misfiring. Stock and forearm of newly developed Fiberon - stronger, longer-lasting than wood. Two adjustable rear sights in one . . . just flick with thumb for open or peep sight. Web shooting sling. Slide covered pocket in stock for extra "BBs." Length overall 36 in.
60 W 1404 L—Ship. wt. 3 lbs. 8 oz. . . . 7.49

E DAISY MODEL 25 FIFTY-SHOT REPEATER. Popular pump action repeating Air Rifle that's fast, powerful, and accurate. Shoots 50 "BB" shot with each loading. Sporting open rear sight is screw adjustable for elevation. Knife blade front sight. Smooth walnut finished stock with pistol grip, non-slip grooves on butt. Grooved slide action handle. Forced spring-feed prevents misfires. Metal parts of rifle have blued finish. Handsomely engraved breech. Cocks by pulling back on slide. Check local laws.
60 W 1402 L –Ship. wt. 3 lbs. 8 oz. . . . 7.49

F DAISY "GUN-N-SCOPE" TARGET SET. Give that young "cowboy" of yours a Daisy "Red Ryder" air rifle with 2-power scope; a steel target that rings a bell with every bullseye; 25 target cards; and 350 "Bullseye" "BBs." Gun is popular Western lever action carbine—holds about 1000 "BBs." Carbine style foregrip, barrel bands. Saddle ring on the left side has 16-inch leather thong. Walnut finished stock. Length 36 in. Marksmanship manual incl.
60 T 1430 L –Set. Ship. wt. 7 lbs. 7.98
60 W 1411L—Rifle only. Wt. 3 lbs. 6 oz. 5.29

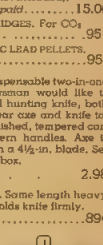
BULLSEYE SHOT (not shown). Accurate copper coated steel shot for all Daisy Air Rifles. Package of approx. 1500 shot.
60 W 1424—Ship. wt. 1 lb. 4 oz. . . . 46c

G BENJAMIN SUPER CO_2 GAS PISTOL. This new target pistol by Benjamin makes a fine gift for young and experienced shooters alike. Accurate, controlled power gives indoor or outdoor shooting fun. Easy to operate—doesn't need cocking or pumping. Low cost CO_2 cartridges, available anywhere, makes it economical to shoot. Has hair trigger firing without recoil or flinching. Non-toxic, no fumes or odors. No fouling or cleaning. Bolt action, breech loading model gives about 30 shots from one cartridge. Length overall 7⅞ in. Patridge type sights, rear sight adj. for windage and elevation. Gun metal finish barrel and butt with walnut finished stock. CO_2 cartridge and 250 .177 cal. pellets included (also shoots indoor darts, and BB's which are not included).
60 TP 1419 R—*Shipped Express Prepaid* 15.00
60 TP 1420—BENJAMIN CO_2 CARTRIDGES. For CO_2 gas pistol only. Box of 10. *Postpaid.* 95c
60 TP 1418—BENJAMIN .177 CAL. H-C LEAD PELLETS. Package of 250 pellets. *Postpaid* 95c

H AXE-N-KNIFE KIT. Here's an indispensable two-in-one outdoor set that every outdoorsman would like to own. Give him this handy axe and hunting knife, both with top grain leather sheaths. Wear axe and knife together or separately. Both have polished, tempered carbon steel blades. Black stag pattern handles. Axe is 10 in. long, knife is 8¾ in. long with a 4½-in. blade. Set comes packed in an attractive gift box.
60 W 1573—Ship. wt. 1 lb. 8 oz. 2.98

HUNTING KNIFE. Matches set above. Same length heavy duty blade. Snap strap on sheath holds knife firmly.
60 T 1574—Ship. wt. 8 oz. 89c

J WALL GUN RACK. Give the shooter in your family a useful gift. This handsome hand-crafted gun rack made of selected woods with a rustic maple finish will give him a place to show and store his guns. Six sturdy pegs easily support three guns. Measures 30 in. high, 24 in. wide. Comes knocked down. Screws for assembling and mounting on wall incl. Ship. wt. 6 lbs.
60 W 1660 L. 3.95



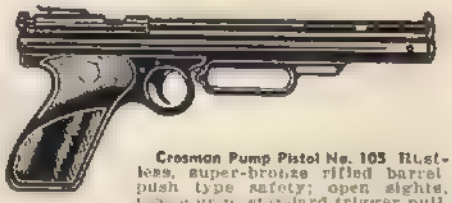
AIR RIFLES AND AIR PISTOLS

Schimel Gas Pistol GP-22. New Luger type pistol that utilizes CO^2 soda cylinders for power. 20 to 30 shots from a single cylinder. Adjustable [illegible] shot shoots .22 [illegible] pellets. Length [illegible] for target practice or as a [illegible] Retail 20.00.

No. 21R212. Each 11.76

Sparklet Bulbs (Red Band) for above [illegible] with [illegible] in action

No. 66G54. [illegible] of 10 bulbs ..... .56



Crosman Pump Pistol No. 103. Rustless, super-bronze rifled barrel push type safety; open sights, [illegible] standard trigger pull. Operates on compressed air principle (air, hand pumped into chamber). Shoots [illegible] cal. pellets. Retail 17.96.

No. 21R204. Each 12.30

No. 21R213. (Same as above in .22 cal.) Each 12.30

Crosman CO_2 Pistol. Single shot pistol with [illegible] Shoots at [illegible] shots on a charge from the gas cylinder. Refillable cylinder furnished with pistol provides 800 to 1,000 shots [illegible] Retail 19.9[illegible]

No. 21R209. (.177 cal.) Each 13.70

No. 21R210. (Same as above in .22 Cal.). Each 13.70

Hy-Score 6-Shot Repeater No. 802B. Looks [illegible] magazine [illegible] pistol. One "break" between each shot. Locks and feels like a [illegible] rel for pin point accuracy. No variations in power means no variations in velocity and trajectory. Shoots .177 cal. pellets. Retail 27.96.

No. 21R202. Each 19.56

Hy-Score Model 800B. Same as above in single shot model. Retail 24.95.

No. 21R201. Each 17.46

Benjamin Single Shot Target Pistol No. 137. Rifled barrel, in gun metal finish, walnut finish stocks and [illegible] Easy to pump, adjustable shooting force depending on air pressure. Length overall [illegible] Shoots .177 cal. pellets. Retail 20.00.

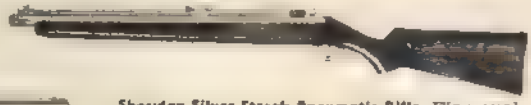
No. 21R221. Each 13.07

Benjamin Single Shot Target Pistol No. 132. Same as above in .22 cal. Retail 20.00.

No. 21R222. Each 13.07

Hy-Score (5-in-one) Sportster Air Pistol Model 803SB. Single shot air pistol with interchangeable barrels. Shoots [illegible] and BB shot from [illegible] Overall length [illegible] Made of [illegible] finished steel with [illegible] Retail 21.95.

No. 21R211. Each 17.46



Sheridan Silver Streak Pneumatic Rifle. Fine quality pump action air rifle with [illegible] power [illegible] adjustable for [illegible] safety [illegible] "fireproof" safety. Single valving mechanism with [illegible] charge. Full length walnut stock. Retail [illegible]

No. 21R216. Each 17.60

Sheridan Boston Ammunition. [illegible] solid nosed bullets for Sheridan rifles. Packed 500 to the can, 50 cans to the case.

No. 21R217. Per M (1,000 shots) 3.13

Daisy Defender Air Rifle No. 141. Forced feed repeating air rifle with lever cocking action. Adjustable rear sight attached sling. Fiberon stock and fore-arm. Secret pocket in butt stock. Each in display carton. Retail [illegible]

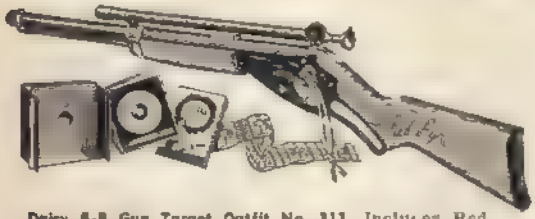
No. 21R21. Each 5.23

Benjamin Single Shot Air Rifle No. 317. Hand pump breach loading rifle with bolt action, hammer fire, and hair trigger. Rifled barrel [illegible] long; length overall [illegible] Shoots .177 cal. pellets. Retail 20.00.

No. 21R223. Each 13.07

Benjamin Single Shot Air Rifle No. 312. Same as above in .22 caliber. Retail 20.00.

No. 21R224. Each 13.07



Daisy B-B Gun Target Outfit No. 311. Includes Red Ryder carbine with 2-power telescope sight with cam-type elevation adjuster mounted on gun. Daisy bell-ringing target; 280 rounds of B-Bs; shooting manual. Each in display carton. Packed 10 to case. Shipping weight 62 lbs. Retail [illegible]

No. 21R17. Each 5.21

Crosman Pellets. Pure virgin lead pellets made to fit all standard air rifles and pistols. Packed 12 boxes of [illegible] each in a display carton.

No. 21R214. (.177 Cal.) Per dozen packages 7.60

No. 21R215. (.22 Cal.) Per dozen packages 9.20

Daisy Pump-Action Repeater No. 25. A hard-hitting, straight-shooting, take-down model with blued finish; adjustable sights, 1" "engraved" jacket; forced-feed 50 shot repeater; walnut finished stock. Each in display carton. Packed 10 to case. Shipping weight 43 lbs. Retail 7.50.

No. 21R15. Each 4.90

Daisy Bull's Eye Shot No. 500 B-B Pak. New cellophane Penny Units in continuous strip dispensing carton. 500 packs to case. Shipping weight 12 lbs.

No. 21R10. Per case 3.20

Daisy Red Ryder Carbine No. 111. Looks and handles like a real Western saddle gun. Complete with carbine ring and leather thong. Walnut finish pistol grip carbine stock. Equipped with "lightning loader." Packed with shot, targets, and badge. Each in display carton. Packed 10 to case. Shipping weight 37 lbs. Retail [illegible]

No. 21R22. Each 3.60

All Metal Products Company

Manufacturers of

WYANDOTTE TOYS

Hafner Mechanical Trains

AND

Hopalong Cassidy Pistols and Holster Sets

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Wyandotte, Michigan

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Garcia & Co., Inc., Chas., New York, N. Y.
General Products, Englewood, N. J.

FIX SPINNING REELS

Right and left manuals and automatics, complete parts service.

GENERAL PRODUCTS
Englewood New Jersey

Good-All Electric Mfg. Co., Ogalalla, Neb.
Haywood Mfg. Co., Denver, Colo.
Hollywood Trading Co., Los Angeles, Cal.
Magic Fishing Reel Co., Denver, Colo.
Markle Featherlite Corp., Detroit, Mich.
Meyer Co., Lou, Kenosha, Wis.
Millard Bros., Ltd., London, Eng.
Myco, Inc., Detroit, Mich.
Orvis Co., Inc., Chas. F., Manchester, Vt.

Rado Mfg. Co., Fenton, Mich.
Rockland Tackle Co., Inc., Suffern, N. Y.
Specialty Importers, Inc., New York, N. Y.
Thommen Sports Equip., Inc., New York N. Y.
Tully Co., Thomas, Chicago, Ill
Ulrich Mfg. Co., Centerville, Ca.
Universal Military Accessories, Inc., Sporting Goods Div., New York, N. Y.
Vitt, Geo. N., New York, N. Y.
Wall Catalog Co., Chicago, Ill.
Wright & McGill Co., Denver, Colo.
Yakima Bait Co., Granger, Wash.
Young & Sons, Ltd., J. W., Redditch, Eng.
Zwicker-Graf Mfg. Co., Inc., New York, N. Y.

REPAIRERS, ROD & REEL:

Anderson's Sporting Goods Co., Andy, Oklahoma City, Okla.
Civic Sports Shop, Chicago, Ill.
Houser Fly Co., Inc., St. Louis, Mo.
Keatley Bros., Inc., Beckley, W. Va.
Liotta, Sib, Cleveland, O.
Minor's Sport Shop, Rogers, Ark.
Mohawk Mfg. Co., St. Louis, Mo.
Olson & Son, Chris, Chicago, Ill.
Oster's Rod & Reel Repair, Cleveland, O.
Ozark Fishing Supplies, St. Louis, Mo.
Sportcraft, St. Petersburg, Fla.
Taylor Tackle, Basking Ridge, N. J.
Walthour & Hood Co., Atlanta, Ga.
Wilson's Sporting Goods, Chicago, Ill.

RESTS, ROD BUTT:

Alchris Bag Co., Brooklyn, N. Y.
Brauer Bros. Mfg. Co., St. Louis, Mo.
Clark Leather Products Co., Inc., W. Chicago, Ill.
Engle Mfg. Co., J., Philadelphia, Pa.
Gibbe Co., Brooklyn, N. Y.
Goldweber, Bernard, Bayonne, N. J.
Grimes Co., Inc., Bradley E., W. Collingswood Heights, N. J.
H. & J. Fishing Tackle, Auburn, Me.
Hohwieler Rubber Co., Morrisville, Pa.
Horrocks Ibbotson Co., Utica, N. Y.
King Sport-Line Co., Los Angeles, Cal.
Red Head Brand Co., Chicago, Ill.

RETRIEVERS, BAIT:

Bastian Plating Co., Inc., Auburn, Ind.
Carr Mfg. Co., Kilgore, Tex.
Enterprise Mfg. Co., Akron, O.
Goddeyne Mfg. Co., Bay City, Mich.
Hansen Mfg Co., Denver, Colo.
Kentucky Tackle Co., Louisville, Ky.
Knaur Co., J. S., Denison, Tex.
Light-Flex Co., Inc., Rochester, N. Y.
Marlin Electric Co., Chicago, Ill.
Norton Products Co., Fort Worth, Tex.
Sava Products Co., Jamestown, Pa.
Sportsmen, Evanston, Ill.
Star Mfg. Co., Lodi, Cal.
Timcor, Inc., Cleveland, O.
Wilton-Van Sickle Mfg. Co., Lincoln, Neb.

RETRIEVERS, REEL & ROD:

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BAIT RIGS
By Sir James —
Over 30 different kinds. Send for catalog containing over 500 items, sizes, colors, etc.
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Art Wire & Stamping Co., Newark, N. J.
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Shooting Mittens—Leather faced warm wool by RIPON

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Varnish
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Phillipson Rod & Tackle Co., Denver, Colo.
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Southwester Co., Chicago, Ill.

"MARINE BAND"

A Hohner Harmonica

The harmonica with an international reputation for accuracy of tone and simplicity have made it the choice of teachers and professional and amateur players. Length 4 in. Has 10 single holes, 20 reeds and heavy convex metal covers, finely nickel plated and decorated. Key of C. Individually boxed. Shpg. wt. dozen, 3 lbs. (Mfrs. 185C.)

N1970— Each ..... **$1.40** Per Dozen **$16.00**

CIRCUS BAND HARMONICA

10c Retailer

Attracts all kiddies by its clear tone and embossed clowns. Made of bright color plastic. 13 metal reeds. 2¼x⅝ in. 3 doz. in ctn. Shpg. wt. 2½ lbs. (Mfrs. 6.)

N1896— Per Dozen ..... **80c** Per Gross **$9.00**

"REGULAR MAGNUS" ALL-PLASTIC HARMONICA

The standard diatonic model, similar to above. Well constructed. 10 holes, 20 reeds. Attractive assorted colors. Individually boxed. 1 doz. in carton. (Mfrs. 203.)

N4705—Shpg. wt. doz. 1½ lbs.
Each (Sample) ..... **25c** Dozen **$2.40**

MAGNUS "INDIAN CHIEF"

With Metal Covers

Retails For 60 Cents

Here's an instrument adventurous young musicians will go for in a big way. Popularly priced within reach of all. Bright metal covers with embossed design. 4¼ inches long. Has 10 holes, 20 reeds and key of C tuning. Standard tone chambers. Individually boxed. Instructions included. Shpg. wt. dozen, 2 lbs. (Mfrs. 203B.)

N1976— Each ..... **40c** Per Dozen **$4.32**

"ATTA BOY"

By Franz Hotz

An answer to the needs of the amateur and the beginner. Guaranteed perfect in tone with 9 single holes and 20 reeds. Has heavily nickel plated metal covers and open back. Key of C. Length 4 in. Individually boxed in hinged box with handsome multicolor label. Shpg. wt. doz., 3 lbs. (Mfrs. 08.)

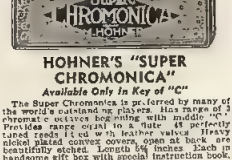
N1971— Each ..... **90c** Per Dozen **$9.60**

"OLD STANDBY"

A Hohner Harmonica

This is one of HOHNER'S standard harmonicas that sell year after year. It's a good number for students and amateurs. Length 4 inches with 10 single holes and 20 reeds. Heavily nickel plated covers with embossed decoration. Numbered holes. Key of C. Individually boxed in hinged box. Shpg. wt. dozen, 3 lbs. (Mfrs. 343.)

N1972— Each ..... **$1.10** Per Dozen **$12.00**



HOHNER'S "SUPER CHROMONICA"

Available Only In Key of "C"

The Super Chromonica is preferred by many of the world's outstanding players. Has range of 3 chromatic octaves beginning with middle "C". Provides range equal to a flute. 48 perfectly tuned reeds fitted with leather valves. Heavy nickel plated convex covers, open at back are beautifully etched. Length 5¾ inches. Each in handsome gift box with special instruction book. Shpg. wt. dozen, 4 lbs. (Mfrs. 270.)

N1245— Each ..... **$8.40** Per Dozen **$96.00**

HOHNER'S "CHROMONICA"

Available Only In Key of "C"

Supplies the half-tones (sharps and flats) corresponding to black keys on piano. 40 perfectly tuned reeds are fitted with leather valves which act as a wind-saving device and allow greater tone volume. Play any selection in any key. Nickel plated etched covers. Open back. Length 4½ inches. Individually gift boxed. Instruction book free. Shpg. wt. dozen 2½ lbs. (Mfrs. 260.)

N1247— Each ..... **$6.30** Per Dozen **$72.00**

"AMERICAN ACE" ASSORTMENT

By Franz Hotz

Consists of 1 dozen perfectly tuned harmonicas put up in colorful display box. Each one is individually boxed. Standard 10 hole, 20 reed type in assorted keys. Have heavily nickel plated metal covers with brassed plates and open back. Mahogany finish frame. Shpg. wt. 2½ lbs. (Mfrs. 015.)

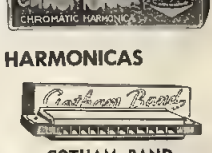
N1973— Each ..... **65c** Per Dozen **$7.20**

HOHNER'S "ECHO"

Available In Keys "A" Or "C"

A very fine Tremolo instrument having 18 double holes and 36 reeds. Finely etched, nickel plated covers. Length 6½ inches. STATE KEY WANTED. Each in hinged box. Shpg. wt. dozen, 3 lbs. (Mfrs. 356.)

N1248— Each ..... **$1.65** Per Dozen **$18.00**



NEW IMPORTED HARMONICAS

VIOLIN KING

Fully tuned with every note from A to C. Brass reeds. Hardwood body. Hardwood core bound between gold colored metal strips with nickel plated top and sides. 10 openings. Length 4¼ inches. Each in hinged box. Shpg. wt. dozen 2 lbs. (Mfrs. 120.)

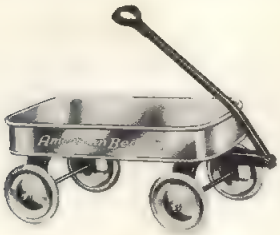
N4691— Dozen **$2.00**

GOTHAM BAND

Extra full tone with true note production. Key of "C." Brass lined with brass reeds. Hardwood core securely bound between gold color metal strips with engraved nickel plated domes. 12 openings. Length 6⅝ inches. Shpg. wt. dozen 2½ lbs. (Mfrs. 340.)

N4692— Dozen **$4.00**

WAGONS



AMERICAN BEAUTY WAGON

Here is the practical small wagon that has always been tremendously popular. All steel body measures 20" long, 10" wide, 3" deep. Has 5" double disc, plain bearing wheels, ¼" round steel axles. Finished n bright red baked enamel Packed six per carton.

No. 60343 — Mfr. No. 7

RADIO STEEL & MFG CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
B91-27X ea.	$1.89 ea.

Inv._____ Pur. _____

RADIO SUPER WAGON

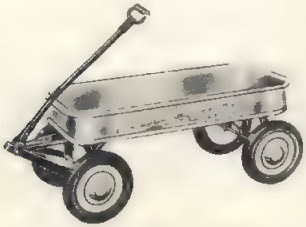
Patterned after the larger, new style coaster wagons. Built for years of hard play. Has larger wagon type gauge bolsters, front gear and fifth wheel. Body is 28" long, 13" wide, 3¾" deep. Has 7" double disc, "Congo" lifetime bearing wheels, new 7" x 1.25" tires. Red Finish. One in ctn

No. 60347 — Mfr. No. 9A

RADIO STEEL & MFG. CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
Z14-00M ea.	$5.95 ea.

Inv. _____ Pur _____



RADIO FLYER WAGON

This is the big, strong wagon that has been such a favorite. Resilient balloon tires permit a smooth, floating ride. Body is 34" long, 15½" wide, 4½" deep, 10" double disc wheels with "Congo" bearings. 10" x 1¾" rubber tires. Body is red baked enamel, wheels gray One in carton

No. 60349 — Mfr. No. 18

RADIO STEEL & MFG. CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
R86-70A ea.	$9.95

Inv. _____ Pur. _____

GREYHOUND WAGON

Gracefully designed all steel body is 18" long, 8½" wide, 2" deep. 4" disc type wheels with ½" rubber tires. Front and rear gears are single units. Tubular steel handle with hand-fitting loop grip. Body finished in red baked enamel, wheels white. Packed six per carton.

No. 60361 — Mfr. No. 100

HAMILTON STEEL PRODUCTS, INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
P81-30D ea.	$1.98 ea.

Inv._____ Pur._____

Tiny Tears will be advertised and publicized in 1952 more extensively than ever before.

- An advertising program that will reach a total circulation of over 33 million people . . . more than 120 million readers.

"Woman's Day", August issue
"Life", November 24th issue
"This Week", November 30th issue
"First Three Markets Group", November
"Good Housekeeping", November issue
"Family Circle", November issue
"McCall's Needlework", Fall issue

- More than 25 TV shows
- Over 40 radio programs
- Local newspaper ads all over the country
- Newspaper and magazine publicity stories

AMERICAN CHARACTER • THE MOST POWERFULLY ADVERTISED BRANDED DOLL LINE MADE

AMERICAN CHARACTER DOLL CO., 200 FIFTH AVENUE, NEW YORK

Sweet Sue

the beautiful doll that walks

Tiny Tears

the doll that cries real tears

August issue

Fall issue

November 30th issue

November 6th issue

November issue

November issue

June 23rd issue

November 24th issue

TOTAL READERSHIP OVER 100 MILLION

The most widely advertised dolls in America

- National magazines
- TV
- Radio

American Character Doll Co., 200 Fifth Avenue, New York City
In Los Angeles • Merchandise Mart, 712 South Olive St.
In San Francisco • Merchandise Mart, 355 Mart St.

FISHING LURES

The Shimmy Wiggler

AL FOSS

Rides with hook upright and avoids entanglewent with weeds. Natural bucktail.

No.	Size hook	Wt. ea.	Dozen
5	3/0	⅝ oz.	$15.00
6	1/0	½ "	15.00

Dixie Wiggler

AL FOSS

Furnished with improved "Ponca" double blade unbalanced spinner and weed guard. Red bucktail.

No.	Size hook	Wt. ea.	Dozen
13	3/0	⅝ oz.	$15.00
14	1/0	½ "	15.00

Weezel Feathered Minnow

Showing Use With Spinner

Showing Use With Wiggle Disc

Ideal for all waters, has a positive spring steel weed guard. Feathers are carefully selected and tie to a perfectly balanced lead body with lifelike head and eyes. Special English Saanich hook. Weight 5 ounces. Length body and feathers 3⅝ inches. Furnished complete with an interchangeable spinner and Wiggle Disc, giving two different baits as shown above.

No.	Color head	Color body	Color tail	Dozen
2	Silver	Gray	White	$15.60
3	Red	Gray	White	15.60
5	Red	White	White	15.60
9	Red	Brown	White	15.60
11	Red	Guinea	White	15.60

One in a box, twelve in a carton

Baby Weezel

Can be used with or without a spinner. Weight 1/20 ounce.

No.	Color head	Color tail	Dozen
4F	Yellow	Brown	$10.20
6F	Red	Black & white	10.20
8F	Red	Red	10.20
10F	Yellow	Yellow	10.20
10FRW	Red	Black	10.20
11F	White	White	10.20

One in a cellophane envelope

Go-Getters

JED WELCH

A lure for crappie, bass, trout and all game fish. ⅞ inch metal body with feathers securely fastened. Tinned hook.

No.	Head finish	Feathers	Dozen
1	Red	Red & White	$3.00
2	Black	Black & White	3.00
3	Red	Red & Yellow	3.00

One dozen in a box

Hawaiian Wigglers

A good bait for bass fishing. Each bait furnished with a detachable rubber hula skirt which gives lure lifelike action

Runs deep and is intended for snaggy streams and dams or for deep, rocky waters. Black and white rubber streamers. Packed three with red head and three with green heads in a box. Weight, lure ⅝ ounce.

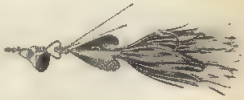
No. 1S ..... Dozen $13.80

One in a cellophane top box, six in a carton

This bait runs medium depth. An all-around bait for large or small mouth bass. Packed six in a box with assorted finish heads. Weight lure, ⅝ ounce

No. 1½S .....Dozen $13.80

One in a cellophane top box, six in a carton

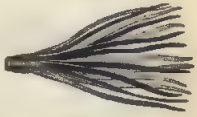


This bait is for running shallow. Black and white rubber streamers. Packed with assorted finish heads. Weight lure, ⅝ ounce.

No. 2S ....Dozen $13.80

One in a cellophane top box, six in a carton

Skirts



EXTRA LARGE SKIRTS

Extra large size rubber hula skirts for use with any of the Hawaiian Wigglers. Forty streamers.

No.	Colors	Dozen
1	Yellow and white	$3.36
2	Black and yellow	3.36
3	Red and yellow	3.36
4	Black and white	3.36
5	Black and red	3.36
6	Red and white	3.36

One dozen of a color in a box

FISHING LURES

Hula Poppers

ARBOGAST'S

FLY ROD SIZE

A noisy, lively fly rod lure. Furnished with a detachable rubber hula skirt which gives the lure lifelike action. Weighs 1/16 ounce.

No.	Finish	Dozen
1002	Black	$9.00
1001	Frog	9.00
1003	Yellow	9.00

One in a cellophane envelope, one dozen in a box

CASTING ROD SIZE

Same as above except larger. Weight ⅝ ounce.

No.	Finish	Dozen
750R	Red Head	$15.00
751F	Frog	15.00
753Y	Yellow	15.00
752B	Black	15.00

Fire plug finish, ⅝ ounce size.

No.	Finish	Dozen
X780R	Neon Red	$16.20
X788S	Fiery Sunrise	16.20
X789SG	Saturn Green	16.20

One in a box
One-half dozen in a carton

Hula Dancer

ARBOGAST'S

Designed for open water. A sinking lure that runs medium depth. Small skirt. Weight ⅝ ounce. Length 2 inches. Plastic body.

No.	Finish	Dozen
800R	Red Head	$15.00
801F	Frog	15.00
802B	Black	15.00
803Y	Yellow	15.00
804S	Scale	15.00
805P	Perch	15.00

One in a box, six in a carton, weight ½ lb.

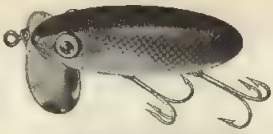
Fire plug finish, ⅝ ounce size.

No.	Finish	Dozen
X880R	Neon Red	$16.20
X888S	Fiery Sunrise	16.20
X889SG	Saturn Green	16.20

One in a box, six in a carton

Jitterbug

ARBOGAST'S



A noisy, busy surface dancer. Double-lobed spoon attachment makes the bait wobble and creates a loud paddling sound. Two treble hooks. Weight ⅝ ounce.

No.	Finish	Dozen
654S	Black and Silver	$15.00
650R	Red Head	15.00
651F	Frog	15.00
655P	Perch	15.00
653Y	Yellow	15.00
652B	Black	15.00

One in a box, six in a carton

Fire plug finish, ⅝ ounce size.

No.	Finish	Dozen
X680R	Neon Red	$16.20
X688S	Fiery Sunrise	16.20
X689SG	Saturn Green	16.20

One in a box, six in a carton

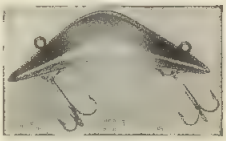
Sinking Model. Weight ⅝ Ounce

No.	Finish	Dozen
600R	Red Head	$15.00
601F	Frog	15.00
602B	Black	15.00
603Y	Yellow	15.00
604S	Scale	15.00
605P	Perch	15.00

One in a box

Daily Double

MILLSITE



A molded plastic bait which can be retrieved from either end. One way it runs deep, the other way it runs shallow. Length 3 7/16 inches, weight ⅝ ounce.

No.	Finish	Dozen
801	Red and white	$12.00
803	Silver speckle	12.00
804	Perch scale	12.00
807	Pike scale	12.00
809	White, black wings	12.00
811	Black, white scale	12.00
812	Gold fish	12.00
815	Yellow, black wings	12.00
817	Frog	12.00
833	Red and black spots	12.00
834	Orange and black spots	12.00
835	Silver and black spots	12.00

One in a box

Actual Lure

A real fish encased in durable plastic. Can be used over and over. Lure has a wobbling action.

No.	Kind	Each
S54	Small Shiner	$1.50
S55	Medium Shiner	1.75
S58	Small Red Tip	1.50
S59	Medium Red Tip	1.75

One in a transparent plastic tube.

Tiny Trouter

A real fish, clean and odorless, encased in a pliable plastic. Retains lifelike appearance.

No.	Kind	Each
S60	Shiner	$1.15
S61	Red Tip	1.15

One in a plastic tube

Plucky

Pure rubber body and flap. Lead weight balance. Keeps on an even keel. Hand painted.

Style B

Olive green back, tan stripe, white belly, maroon tail and fin.

Size	Each
⅛ oz.	$1.55
¼ oz.	1.65
½ oz.	1.75

One in a transparent tube

Hobbycrafts on Parade

New Trophy Lighter

Diecasters, Incorporated, Ridgefield, N. J., has announced the formation of a new sales organization, the LAMAR SALES CO., 720 Grande Ave., Ridgefield, N. J.

Simultaneously, Diecasters, through Lamar, has added a new lighter—the *Trophy*—to its line. This new chromium-clad table lighter combines the style of the popular trophy cup with the utility of a table or desk lighter. Included in the company's lighter line are the *Knight*, the *Marine* (ships wheel), the *Airflame* (airplane) and the *Old Crow* ash tray.

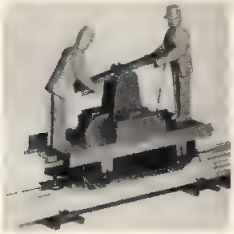
The new sales organization, headed by Leo Goldenberg, president, will handle the distribution and sales of the complete line

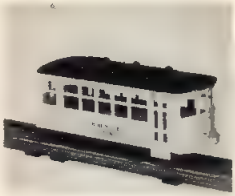
of medium-priced table lighters and ash trays. In an interview, Mr Goldenberg, who for 25 years served in various sales capacities with the Ronson Lighter Co., stated that the prime objective of the new organization will be bigger sales and greater profits to everyone distributors, jobbers, retailers—handling the Lamar line. He also said that the new sales program will be backed by a completed advertising and promotional campaign.

New Train Accessories

Two new train accessories are being introduced to the trade this year under the brand name Emco Products.

One is an old-time handcar with two section-hands on it that pump the handles up-and-down as the unit runs around the track. The faster it goes, the faster they





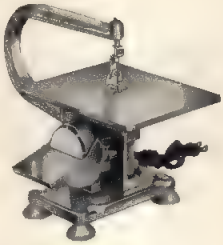
pump. The companion item is a trolley, complete with an operating headlight.

The handcar has a two-color plastic body with "Dinkyville & Western" imprinted on the side frames. The trolley, as well, has a two-color plastic body, with "Dinkyville Trolley" imprinted on the side panels.

Both items are equipped with AC/DC electric motors of 10 to 18 volts operating range and are made to run on 0 gauge, 3-rail electric train track. They retail at $5.00 each.

Another item being featured by the manufacturer is a pin-stripe blue denim engineer's cap, with "Engineer" imprinted on the visor.

A three-color catalog is available from the company EMCO PRODUCTS, E. B. MILLER ASSOCIATES, INC., 200 Fifth Ave., N. Y.



3-in-1 Jig Saw

Manufacture of the well-known Allen L. Atkins 3-in-1 *Jig Saw, Sander, Filer* power tool is now being handled by CLINTON SPECIALTY WORKS, 2645 N Paulina St., Chicago, with which firm Atkins is now associated. It is pointed out that this is the U. L. approved, original and only saw licensed under U. S. Patent No. D-161025. It has been nationally advertised and has enjoyed good reception for more than three years. Retail price is $16.95.

Plastic Train Set

An accurately scaled, authentic reproduction of the modern Diesel streamliners that zoom across the country is the *Dandy Diesel* plastic train set of PLASTICRAFT MFG CO., 287 Laurel Ave., Arlington, N. J.

The six-car freight train consists of front and rear Diesel engines, tank car, gondola, box car and caboose. Each car in the 19½" long set is molded in a different color and has movable plastic wheels and axles. The sanitary, washable plastic cars can be attached to each other or used separately. The colorful set is packaged on an attractive 5" x 12½" display card and retails for 29c.

Pocket Flashlight

A pocket flashlight said to be as small as three cigarettes is the *Zebra Light* by BURGESS BATTERY CO., Freeport, Ill.

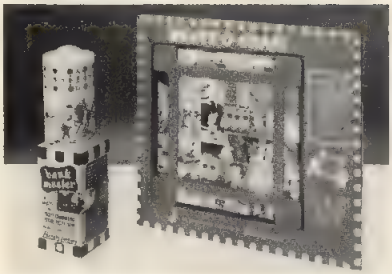
It is molded of an indestructible plastic and is smoothly contour-shaped in design, according to the manufacturer. All working parts are as simply engineered as the case itself, and each unit is equipped with a snap-action "fool-proof" switch that is claimed not to get out of order. The light retails at 88c complete with lamp and batteries, and is packaged one dozen to a new type colorful counter merchandiser. Cells are packed right in the lights to make one convenient package.

New Toys on Parade

Musical "Sircat"

From the workshops of THE CARDINAL DOLL CO., 18 W. 23rd St., New York 10, N. Y. comes this clever new musical "Sircat." He is made of fine glossy jet-black plush with bright red plush hands, ears, tail, boots and jacket. His flexible arms, legs and long tail are adjustable to any position. "Sircat" stands 18" high and can sit, stand, beg, pray and assume numerous other positions, besides playing a sweet melodious tune from within.

Cardinal's new toy as well as its entire *"Musical Forever Toy"* line, are sold with an unconditional guarantee. They are factory tested and bear a written *Life-Time* consumer guarantee assuring life-time direct factory service. Retails at $6.95



Self-Contained Jig-Saw Puzzles

Weave-o-Grams are said to be an entirely new and original idea in the jig-saw puzzle field. Six colorful pictures can be formed on the same framework by means of sliding the plastic coated strips into correct position with one another

All self-contained with no pieces to lose, they are ideal for creative play anywhere, anytime, at home, in bed or while traveling. They aid in the development of the child's imagination and memory, and coordinate mind and hands.

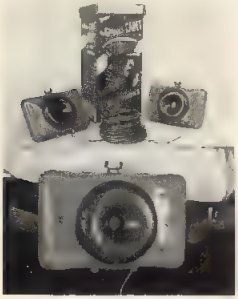
Three styles are available at present. *Mother Goose* pictures and rhymes for the younger child. *Circus scenes* for the older group. A third creates virtually hundreds of fascinating designs and patterns for all ages

An origination of the Edcraft Corporation in New York City, the Weave-o-Gram is manufactured and distributed as a Thoroughbred Toy by the TOY DIVISION of the CENTURY BOAT COMPANY, Manistee Mich.

An additional Edcraft-Century creation meeting favorable acceptance is the *Secret Combination Puzzle Bank*—"Bankmaster" which incorporates a toy, a secret, a puzzle and bank. Made of Lustrex plastic, attractively decorated in three colors, it is priced for volume sales.

New Packaging and Handles Are Feature of "Space" Telephone

VINTAGE PRODUCTS CO., 320 N. Leonard Ave., St. Louis, Mo., is offering new packaging—and handles on its Tom Corbett Space Cadet telephone. This two-way unit features: resemblance to the radio telephone worn at the belt by members of the cast of the Space Cadet show, $2.98 retail price for complete set of two units, 50' of double wire, affording greater play value



"Aristocrat" Poodles

Blue ribbon winners in all respects are these "Aristocrat" stuffed poodles—cute, cuddly, and completely captivating. Fully jointed, they'll sit, stand, beg, or sleep.

A choice of black, white, brown or grey is offered in three sizes. The 8½" puppy retails at $5.00; the medium-grown 12-inch model retails at $8.00; and the fully-grown 14 incher retails at $12.50. Manufacturer is KNICKERBOCKER TOY CO., INC., 1107 Broadway, New York 10, N. Y

Where's the fire?

Keep cool, gents! Everything's under control! New shipment of StromBecKer Kits just hit the counter! What a rush!

• • •

No cobwebs . . . no moss . . . ever collects on your StromBecKer items! Turn over is very, very gratifying! (To you and us both!)

• • •

And you can ask any man who displays StromBecKer Kits. Do they, or do they not, go like hot cakes??!

• • •

'Tisn't only kids who buy! Lots of *grown-ups* are model fans, too! They like the realism . . . the authentic details . . . the historic *timeliness* . . . of these red-hot models. Lots of times Pop stops and shops for a new "headliner" plane you've displayed on your counter

• • •

Example: F-94 Jet Fighter, to retail at 79c Counter display of built-up model (shown below) pulls like a house-afire!

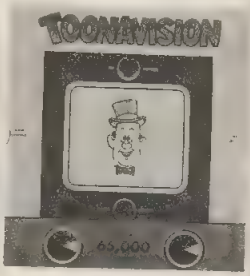
Order this sure-fire counter display to "spark" your model kit dept. Colorful, flashy. Your cost. $1.00 plus postage.

StromBecKer
FIRST IN SOLID MODELS

STROMBECK-BECKER MFG. CO., MOLINE, ILLINOIS
200 Fifth Avenue, New York City

TOONAVISION—PLAY VIDEO SET BY KNOTT ENTERPRISES

Introduced this year at the Toy Fair, Toonavision is a play color-television set with which a youngster can "tune in" over 65,000 different comic faces by turning the



knobs and dials. Each face can be readjusted to form 16,442 different expressions. All the features, including the eyes, noses, mouths, and faces can be interchanged. Designed in brilliant red, yellow, and blue, Toonavision is built into an attractive three-color box measuring 11½ by 12 inches.

Designed to be an eye-catcher and an impulse seller, it is priced, at 98-cents retail, to appeal to all classes of trade. This is an all year-round toy which can keep children occupied for many hours and is compact with no parts to lose.

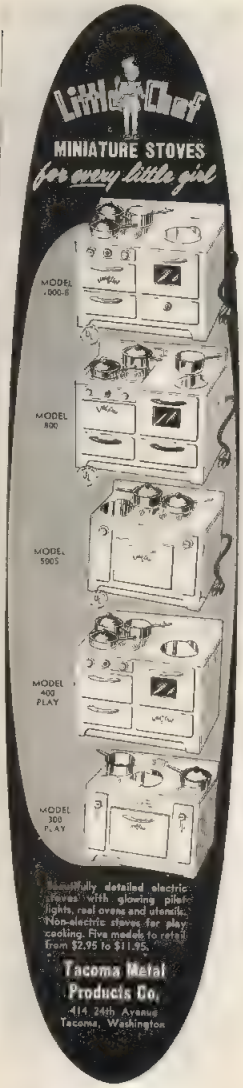
Toonavision is patented, trademarked, and manufactured exclusively by Knott Enterprises, Inc., 44 W. 85th Street, New York City. It is shipped two dozen to a carton.

CHILDREN'S STORY BOOK FROM ABINGDON-COKESBURY

Both boys and girls in the seven-twelve bracket figure to enjoy the exciting story of Peruvian Indian life, "Treasure in the Andes," written by Alfred Lewis and illustrated by Zhenya Gay. The book is published by Abingdon-Cokesbury Press of 810 Broadway, Nashville 2, Tenn., and relates the adventures of Pepito, a young Indian lad whose home is a one-room adobe house in the mountains of Peru.

On an adventurous trip into the mountains, Pepito and his father encounter a *tacuma*, escape a landslide, and discover the black-and-orange rock which means silver. A glossary of the Spanish terms which appear in the text is an item of special interest.

Alfred Lewis has twice visited the scenes of Treasure in the Andes and has spent a great deal of time in the neighboring Brazil. Author of stories for both adult and children's publications, he is on the editorial staff of two trade magazines, SUGAR and EL MUNDO AZUGARERO. Zhenya Gay is a well-known artist and has illustrated limited editions of adult classics, adult fiction, and children's books for many publishers.



The toy department at Sterling-Lindner-Davis

Report from Cleveland

By MIRIAM AVERBACH

DUE TO ANOTHER big snow, similar to the one experienced just before the Christmas 1950 season, pre-holiday business in the city of Cleveland bogged down, causing considerable disappointment to merchants and buyers. Until the end of December, buyers and merchandise men were unable to determine the extent of damage caused by the curtailment of sales due to heavy snow and freezing temperatures.

At Wm Taylor Son & Co., Martin Haller, buyer of toys, was quite enthusiastic about business up to the time the city became tied up, reporting sales about 2% ahead of last year during the same month. The Alice-in-Wonderland theme was used throughout the department, attracting great numbers of parents accompanied by the little ones.

A corral, a concession brought from Chicago, proved a delight to boys and girls alike. In the corral were two small and one large horse; the small ones, called the Pony Express, brought five cents a ride, while the large one, the Bucking Broncho, cost ten cents to ride on Taylor's had the exclusive rights to this concession for 1951. Every ten days during the time these horses were in the department, the large horse brought in $100 in rides, while the two small ponies brought in a proportionate sum. This in addition to an extremely effective job done in sales on cowboy suits and other items displayed in a section adjoining the corral.

Other toys figuring as best sellers were a Lionel train retailing at $33.75; De Luxe Hammer, Nail and Peg set, selling for $4.98; a De Luxe Bowling Alley, retailing at $2.98. The Talking Garage, priced at $4.98 was a good number. Armored Car sets were the choice of many little fellows, while Argo Pastry sets were sold in goodly numbers for the little girls Sales on dolls of all types were very heavy

According to Haller, the right kind of display was all-important in selling toys. As a stimulus for after-Christmas business, this buyer will concentrate on all types of games, puzzles, etc., to keep the youngsters interested indoors.

J. E. Robinson, buyer of toys at Sears Roebuck & Co., reported that business was better than last year during the same period, until about December 10th when it fell off. Everything in his department, according to Robinson, was selling across the board. He was of the belief that display, the right kind of display, helps more than any other one thing. He had no particular plans for

The toy window of the Higbee Co.

right after Christmas to pep up sales he said he would just try to condense his stock and get back to normal. Then with the Spring season opening he would prepare for Easter business

"We have a year 'round toy department here at Sterling Lindner Davis", remarked the merchandise director for this store. "We have plans under way to promote some items earlier next year. Due to the big snow last November, it was hard to plan for this year, but the toy operation has been quite satisfactory with us."

A full page ad in the *Cleveland Plain Dealer* one evening brought many telephone orders next day for the Cherry Sisters, SLD's name for a set of three dolls, one 24-inch doll at $5.95; one 31-inch at $7.95 and another 41 inch at $11.95. These sold in groups of three for $25 Orders came in for the group one person ordering three sets at $25 each. Poochy Dogs at $2.98 and $4.98 and a work table and bench selling at $4.98 were excellent sellers at this store

The merchandise manager for this store remarked: "I believe if the manufacturers would work closer with the salespeople in the department it would help build up business. They might hold meetings with the personnel and acquaint them with their merchandise Pamphlets from the manufacturer would be helpful, too. Another good thing would be for the manufacturer to send a representative to help set up displays I feel it would be a good idea to furnish the department with a demonstrator. Cooperative advertising also would prove beneficial to both the manufacturer and the store." This store's toy department plans to push electric train accessories after Christmas to build up mid-winter sales

Going into exclusive Shaker Heights, the Toy Chest, Inc., reported having done very well on Christmas sales. According to Blanche Roth, co-partner with Aline Allison, "just everything went" and there was "plenty of action."

Miss Roth's suggestions for better cooperation on the part of the manufacturer are worthy of mention

(1) Boxing should be more uniform in order to make stacking easier

(2) Some boxes are attractive and pictured but won't stack at all

(3) Cellophane windows in boxes break, causing a loss to merchant due to necessity of reducing price on item

(4) Triangular boxes cannot be stacked in a nest.

"We are not getting out a catalogue this year," informed Miss Roth, "because of the shortage of materials and we are not sure just what we can get Some time before Easter we shall send our patrons cards on which will be pictured a few items"

This store uses only direct-by-mail advertising

DISPLAYING MODEL PLANES

THAT YOUNGSTERS enjoy showing off their creative efforts is the belief of Evelyn and Oscar Behrens of the Behrens Toy Shop, 2730 West Lisbon Avenue, Milwaukee, Wisconsin, and they encourage the local small fry to bring in their best model planes and boats and similar items which they have put together for the Behrens to display in their windows Evelyn also has another means of displaying these model planes. By using thin strands of fishing wire, these planes can be hung from the ceiling in natural positions; and the wires are invisible

"Youngsters come in to look at the planes their friends have made, and this leads to extra sales of toys, since the children get to see all our stock on display inside the store," she remarks

In our two front display windows we use little hand-printed placards bearing the names and addresses of the makers of those display models. This helps bring little groups around all the time, to look at their own and their friends' work Especially after every performance at the nearby movie house do we notice a steady stream of people heading toward our windows," Oscar adds

"It's won us much good will to do this," both say, "and at no expense to us. The kids come in to buy more toys and model things, and their pleased parents come in, too, to buy things to keep their youngsters' hands occupied creatively'

A traffic-stopping window at Wm. Taylor Son & Co., Cleveland

KIDDIE GLIDER

a NEW Item...
a NEW Promotion...
a NEW Xmas Gift Idea...

It's colorful . . . eye-catching . . . practical . . . lightweight . . . everything a Xmas gift should be! What's more, it's not just a toy—it's a piece of furniture that kids may outgrow—but won't outwear! Airplane-type aluminum, Firestone Velon webbing, sturdily constructed to avoid tipping. Non-inflammable, washable, won't fade, stain or mildew, and so light even a 2 year-old can lift it with one hand!

So order our Style No. 711 today—it'll be your lucky number for your greatest Xmas ever!

Style No 711
•
Packed 1 doz to carton
Assorted 2-color combinations
•
Shipping weight 45 lbs. per carton
Rustproof, too!

PRICED RIGHT!
$5.50 each
To Retail Profitably Under $10.00

Sunray Chairs
3790 N.W. 54th St., Miami 42, Fla.

LARGEST RANGE

of Model, Hobby and Craft Supplies

IN THE WEST!

Our policy of serving "the West with the Best"— has built Western Model into the position of recognized leadership

WESTERN MODEL Distributors

LEADERS SINCE 1933

2 Convenient Locations

LOS ANGELES
1576 W. Adams Blvd., Los Angeles 7, Cal
Phone PArkway 2181

OAKLAND
1106 5th Ave., Oakland 6, Cal.
Phone TEmplebar 4-9171

it's easy to dig up

YEAR 'ROUND PROFITS WITH "Junior Rock Drill"

Newest Metal Mechanical Toy $1.49 Retail

• NO WINDING . . . REALISTIC MOTION AND SOUND!

The slightest pressure causes the mechanism to operate.

WRITE OR WIRE FOR CATALOG SHEETS AND PRICES — NO 2501

Mfg. by Alamac Industries, Bklyn., N. Y.

LEE E. EARLE
Room 651
200 Fifth Avenue Building New York 10, N. Y.

DOEPKE'S CATERPILLAR D6 BULLDOZER

Newest of the popular Model Toys from the Charles William Doepke Mfg. Co., Inc., Rossmoyne, Ohio is the Caterpillar D6 Bulldozer, constructed of heavy gauge steel and equipped with tough Tente plastic treads. From adjustable scraper

blade in front to draw bar for towing in rear, this toy is an authentic working model. The realistic Tente treads operate independently for sharp turns.

To form the treads, each foot segment is molded separately, then hinged securely to the next in a continuous chain. Like the steel, Tente safely withstands the knocks and abuse of a small boy's play. The resilience and smooth finish of the plastic treads prevents damage to floor or furniture when the toy is put to use indoors.

B. I. A. CONVENTION JAN. 18-23 AT BOCA RATON, FLORIDA

The Bicycle Institute of America, Inc., trade group of the American bicycle industry will convene the week of January 18-23, 1953 at the Boca Raton Club and Hotel, Boca Raton, Florida, it has been announced by John Auerbach, executive secretary. This will be the 38th annual convention of the industry.

High on the convention agenda this year will be searching discussions of the industry's production, merchandising and public relations methods, which have brought the American Bicycle Industry to its highest production peak. So great has been this growth that today there are almost one-half as many bicycles in the United States as there are automobiles—a total of more than 20,000,000, according to Mr. Auerbach.

"Over the past many years we have proven conclusively that the collective planning and organization efforts taken at our conventions are the best means we have for maintaining the high standards and goals of our industry," Mr. Auerbach said. "Our program this year will also have several innovations to be announced later. One feature that will have a prominent place on the 1953 calendar is Business Conference Day when buyers and sellers will not only discuss their mutual problems in private but will exchange experiences and knowledge to the benefit of each other and in the industry."

KIDDIE GLIDER

a NEW Item...
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So order our Style No. 711 today—it'll be your lucky number for your greatest Xmas ever!

Style No 711
•
Packed 1 doz to carton
Assorted 2-color combinations
•
Shipping weight 45 lbs. per carton
Rustproof, too!

PRICED RIGHT!
$5.50 each
To Retail Profitably Under $10.00

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BIGGEST *Action* SELLER *...in America*

SKEETER

This four-wheel scooter has a natural appeal. Display it and it sells itself. And when a new Skeeter shows up in the neighborhood, every kid on the block wants one.

Here is a wheel-toy that is safe, fast and profitable . . . two ways·

SAFE. A secure stock investment. Every family with children—aged 3 to 10—is a prospect.

And it provides safety for the rider—no off-balance spills.

FAST. Quick seller. Last year, 97% of our dealers sold out before Christmas. And it has lightning speed—smooth and easy. Two ball bearings on each rubber tired wheel

PROFITABLE. Attractive selling margin for dealers.

And every Skeeter sold becomes an animated advertisement for you.

All youngsters have a flair for aviation. The Skeeter steers with a joy stick—just like an airplane. It zooms . . . banks . . . glides. It is the easiest FLYING ON EARTH!

N Y Office Julius Lewenson, Inc.
7 E 17th St

FOR DETAILED INFORMATION WRITE...

TEMCO
PRODUCTS, INC.
[illegible] FLORES BLVD
[illegible]

DESIGNED PRODUCTS, INC., EXPANDS COLOR CARD OUTPUT

Designed Products Inc., 4816 Harrison St., Chicago 44, Illinois, states that, due to the rapidly increasing volume of orders

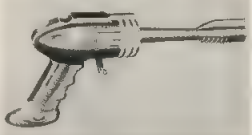
for their "wipe-off" color cards, they have found it necessary to greatly increase their original Fall production schedule

Initially introduced to the trade but a few months ago, wipe-off cards have lost little time in proving their year 'round sales appeal. Made in three fascinating series including 12 sets in all, each set of wipe-off color cards contains: seven plastic covered cards with pictures on both sides, a box of 8 wipe-off crayons and a wipe-off tissue The series cover pictures of nursery rhymes, bible stories, and fairy tales, and are packaged in a big eye catching box, 13 x 11¾ x ⅞", to retail at $1.00 per set.

The firm is particularly pleased at the substantial re-orders that are coming in daily following delivery to wholesalers and dealers throughout the country of their initial orders. The line is on permanent display in New York at the showroom of Ernest Nathan, 200 Fifth Avenue

FUTURISTIC PRODUCTS' STRATO GUN FIRES CAPS

A futuristic rocket gun that fires standard rolls of repeating caps has just been introduced by Futuristic Products, 1020 Napoleon St., Detroit The "Strato



Gun," having all the features of the "real thing," is made of strong die-cast zinc alloy and finished in lustrous chrome with red trim on cooling fins. It features a tapered barrel and finger-fit grip The manufacturer reports choice territories remain open to agents and wholesalers "Strato Guns" are packed two dozen to a case, with the weight per gun approximately 12 ounces.

There's not a kid in the universe who won't be thrilled to own Earth's interplanetary automatic cap gun—The "Strato Gun." Suggested retail price is $2.49

ROY ROGERS REPORTS ON CHRISTMAS BUYING

I've held up this column right 'til press time in order to report the latest up-to-the-minute news on how retailers are backing the big Roy Rogers Christmas Promotion scheduled to break with an ad in PUCK the Comic Section of 19 of the nation's top Sunday newspapers, on Sunday, November 30, 1952.

We've had three men in the field working out of our Roy Rogers Enterprises offices, calling on the leading department stores and specialty shops in the cities where the newspapers will carry this two-page, full-color Comic Section ad. Some of their reports are in and from Boston to San Francisco, from Milwaukee to Dallas they're all the same These retailers see this as the strongest local advertising support ever offered them on character merchandise and are booking substantial orders with our licensees for Fall Delivery to cover. They are also scheduling tie-in advertising and promotion within their store to take advantage of the local impact of this Comic Section two-page spread.

I know that you'll want to do the same in your own community. This $100,000.00 Cooperative Promotion is all for you so if you need a catalogue of our merchandise or any information on this promotion write or wire me today

Roy Rogers

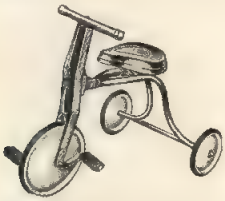
Roy Rogers Enterprises
1418 North Highland
Hollywood 28, California
RE 34

New Toys on Parade

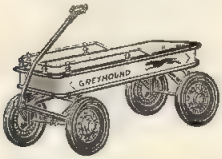
New Pedal Bike

No. 852 Pedal Bike of HAMILTON STEEL PRODUCTS, INC., 1845 W. 74th St., Chicago 36, Ill., will be introduced for the first time at the Toy Fair in Room 548, Hotel New Yorker, and in the showroom of the company's eastern representative, Max Brafman, 200 Fifth Avenue.

Frame is of rigidly welded, bright red, ⅞" tubing, equipped with free turning, compo bearing swivel; fork, light blue in color, is of heavy solid steel stamped with



gracefully curved red handle; seat is beautifully formed, is adjustable, and is of blue steel; front wheel is of 7" welded steel, white in color, with ½" tire; rear wheels are white, of 5" stamped steel, ½" tires. All wheels are equipped with new patented, snap on, plated hub caps. The pedal bike is 19½" overall length, comes packed one to 7 lb.-weight carton.



Hamilton's No. 750 Greyhound wagon, stamped and drawn from one-piece cold rolled steel, will be in blue and red colors this year, rather than the red and ivory used in 1951. Inside is of red baked enamel; and outside of blue with red stencil. Wheels are of baked red enamel with aluminum bullseye and large chrome finished hub caps. Rails and handle are bright nickle-plated, and undergear is of heavy stamped channel steel. Both the front and rear gears are single units, making it easy to assemble. Bed size is 35 x 16½ x 4¾"; wheels, 10" spoke; bearing is compo; tires are 1¾" semi-pneumatic.

Two New "Tonka Toys"

"Tonka Toys" by MOUND METALCRAFT, INC., Mound, Minn., will feature two new toys in its '52 line.

One, The No. 550 Grain Hauler, is a

scale model of one of the most popular styles of tractor-trailer units today, according to the manufacturer. Trailer has rolled edges with rugged embossed steel sides and retractable stand wheels. Trailer body is plated. Tractor is red. Unit is 22¼" long, 5¾" high, and 5¾" wide. Unit comes individually boxed, shipped 4 to a 20-lb bundle.

Another new toy is the No. 500 Live Stock Van. It is of heavy steel construction, plus 14 H. D. truck tires on plated steel wheels. It has retractable stand wheels and tandem rear axle. The van comes in "farm" red, and is 22¼" long,

9¼" high, and 6¼" wide. Shipped 4 to the 28-lb bundle, each unit is individually boxed.

Both are "unusual" in that they are "firsts" and original in both type and design according to L. E. Baker. Extensive market surveys and research reports indicate these two farm trucks will appeal to over 70% of the potential market for this type of toy.

Eat 'N-Seat Introduced

New juvenile platform chair for use as a dining aid for pint-sized boarders, has been introduced by JESSAR MFG. CO., Philadelphia, Pa. Chair, which has been designed for eye appeal as well as durability and utility, is to retail at around $3.98, 20% to 30% less than comparable current products on the market, according to the manufacturer.

Unit is heavily upholstered and is finished in durable baked enamel. Coverings are of colorful plastic.

Manicure Kit in Plastic

New item of NOVO-PLAS MFG. CO., INC., 275 Front St., Brooklyn 1, N. Y., is the No. 410 Cinderella Manicure kit for the youngsters' "make believe" market. A 29c retailer, it is now receiving partial distribution in W. T. Grant, J. J. Newberry, and C. M. S. Stores. Colorful kit makes for good counter display and includes plastic tweezer, nail file, cuticle pusher, nail buffer in blue, and emery board.

Repeater Water Pistol

Here is the new 250 shot repeater of PREMIER PLASTIC CO., 905 Atlantic Ave., Brooklyn, N. Y. This gun incorporates beautiful design and visible water supply. It is a 39c retailer.

Other water pistols in the company line are: the 350 shot repeater at 49c, and the Jr. Ranger at 59c.

Hopalong Cassidy Games Linked by Bradley with Fall Promotion

Milton Bradley Co., Springfield, Mass. are featuring an extensive line of Hopalong Cassidy games that tie in with the big Hopalong Cassidy promotion that will be launched this Fall. This promotion will include a nationwide tour of the Hopalong Cassidy Television Caravan originating in Los Angeles, with the first stop at Boston on September 8-9. A new series of Hoppy NBC-TV films is now being produced and previews will be held for leading retailers at Cluck Wagon luncheons in the various cities visited by the Caravan.

Notable among the Milton Bradley offering is an exciting thriller of the old West called "Hopalong Cassidy Game," designed for youngsters of 4 to 12, which places emphasis on law and order. During the action of this game Sheriff Cassidy engages in a wild chase of a dozen desperadoes, the game ending in the capture of the entire gang. This game contains 8 metal cowboys on horseback, 12 bandits, over 8,000 dollars of Hopalong Cassidy reward money, special Hopalong Cassidy dial spinner, colorful 18½ x 18½ playing board and is designed for two to four players. The cover size is 19" by 9½" and the retail price $2.00.

Then there is a youthful imagination stimulator called "Western Frontier Set," illustrated herewith, which depicts a typical western frontier town of the wild and woolly era which the youngster can easily assemble. This play village consists of large three-dimensional figures and buildings typical of frontier days all constructed of heavy cardboard, thus enabling the youngster to bring Hoppy and his friends to life in a typical frontier setting. This game retails for $3.00.

Another item in this popular series is a Chinese Checker game which embodies the novel feature of being played on a board which depicts Hoppy's sheriff's badge. It retails at $1.00. Western Dominoes dresses up this old staple in western style, each number being symbolized by a Western motif, and it can be played two ways: young Hoppy fans can play a simple game by matching these symbols or it can be played as regular dominoes with the dominoes held in the players' hands like playing cards. This game is selling at retail at $1.00.

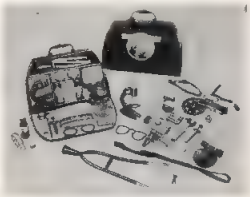
Interesting Hopalong Cassidy puzzles which retail at 60 cents and $1.00 are also giving an excellent account of themselves. All of these games and puzzles are packed in colorful display boxes depicting Hoppy and "Topper" in action scenes reminiscent of the old west. Complete catalog of the Milton Bradley line is available from the company on request.

HERMAN ISKIN CATALOG READY

Herman Iskin & Co., Inc., exclusive licensee for Hopalong Cassidy Cowboy and Cowgirl Outfits, and sole manufacturer of Pla-Master Play Clothes, including authentic western wear, has announced completion of a new catalog for fall and winter. So inclusive is the new catalog, states the company, it will be used as a guide to more play suit and western business by retailers everywhere. Copies can be had free of charge by writing Herman Iskin & Co., Inc., 200 Fifth Ave., New York 10, N. Y.

LITTLE COUNTRY DOCTOR PLASTIC VISITING KIT

The Transogram Company, 200 Fifth Avenue, New York, N. Y., has an item which promises to hold many hours of enjoyment for imaginative children who



like to assume adult roles in their play. For the make-believe "doctors and nurses" the company has fashioned a simulated leather, rigid plastic visiting kit which includes a washable vinyl plastic uniform; a microscope; plastic stethoscope to hear heartbeats; three way X-ray scope; otoscope; spring hypodermic; thermometer and other safe-for-children, plastic implements.

An added feature of the kit is that it offers numerous uses for play or utility service when empty.

The company is also producing a Little Play Nurse Kit for Sister. The items will retail at $3.00 with others selling at $1 and $2.

BRADLEY CORPORATION'S "SPACE RANGER" WATCH

Bradley Time Corp. 19 West 24th St., New York City, is presenting the new "Space Ranger" wrist watch in a timely approach to today's trend toward outer space.

Reported accurate and reliable, this attractively designed watch comes in a lus-

trous chrome-plated case with a non-shatter crystal and genuine leather strap with a decorative space design.

Depicted in full color on the dial is an illustration of "Rocky Jones," popular space ranger. Designed to stimulate the imagination, this unique but practical timekeeper will make, it is predicted, an immediate hit with all young boys and girls. It's good for keeping time on hikes, camping trips, fishing trips or in school. The "Space Ranger" is built to take rough handling and combines novelty with eye-catching appeal through expert styling. It is priced to retail at $4.50 plus tax.

MARY HARTLINE DOLL. Made in the image of Mary Hartline, glamorous star of the ABC-TV "Super Circus," by Ideal Toy Corporation. . . . The doll is a triumph of lifelike reproduction, and stands 16" tall. Head and body are of unbreakable plastic. Its hair is flowing golden blonde Dupont nylon, which can be repeatedly shampooed and play-waved. It is dressed in gorgeous red drum majorette's costume. Retail price is $12.

•

Toy Shows by Gamble-Skogmo

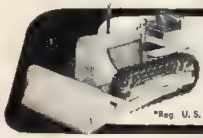
More than 2500 authorized Gamble store dealers in the mid-continent states, and Gamble's Western Auto Supply dealers in the mountain and Pacific Coast states, attended the 1952 Gamble-Skogmo toy and gift shows in nine cities during June, as follows: Minneapolis, Billings, Mont., Monmouth, Ill., Coldwater, Mich., Fremont, Neb., Vernon, Calif., Portland, Ore., and Ogden, Utah.

These toy and gift shows have become annual get-togethers of Gamble dealers from 26 states, where they see hundreds of items in Christmas toys, gift furniture, bicycles and trikes, and gift housewares.

Model for 1952 TOYS

Here are the seven nationally advertised Model "Masterpieces in Miniature" and all, in the Model Toy tradition, built to outlast other toys 3 to 1.

WELDED STEEL CONSTRUCTION—FAMOUS-MAKE TIRES



CATERPILLAR* D6 TRACTOR AND BULDOZER New this year and proven by survey to be the most wanted toy. Scraper blade adjusts from driver's seat, treads work independently for sharp turns. Wt., 7 lbs.; 15 in. long; "Caterpillar yellow" finish.

*Reg. U. S. Pat. Off. OPS Ceiling Price $13.95, 11 Western States $13.75

HEILINER-SCRAPER

A triple-duty toy, it scoops up, hauls away and dumps earth. Manual controls for all operations. Heaviest, strongest toy built. Wt., 14 lbs.; 29 in. long; "Hail red" finish.

OPS Ceiling Price $15.95; 11 Western States $16.75

ADAMS ROAD GRADER

For years a leader in the Model line. Scraper blade adjusts three ways. Steerable front wheels, tandem rear wheels. Wt., 14 lbs.; 26 in. long; "Adams orange" finish.

OPS Ceiling Price $13.95; 11 Western States $14.75

UNIT MOBILE CRANE

Complete with crank controlled clam shell, hook. Boom raises, lowers, rotates with cab. Tow bar steers front wheels. Wt., 7 lbs.; 36 in. long, boom extended, "Unit orange" finish.

OPS Ceiling Price $13.95; 11 Western States $14.75

EUCLID BOTTOM-DUMP TRUCK

Steerable "knee action" front wheels, lever controlled dump mechanism. Tractor uncouples to tow other Model Toys. Wt., 11 lbs.; 27 in. long; "Euclid green" finish.

OPS Ceiling Price $13.95, 11 Western States $14.75

AMERICAN-LA FRANCE PUMPER

Brand new this year. Equipped with ladder, fire extinguishers, bell, hose, water tank and pump. Front wheels steer. Wt., 7 lbs.; 16½ in. long; Fire engine red finish.

OPS Ceiling Price $15.95; 11 Western States $16.75

AMERICAN-LA FRANCE AERIAL LADDER

Ladder rotates, raises and extends almost 4 ft. Two auxiliary ladders, bell, searchlight. Front wheels steer. Wt., 11 lbs.; 34 in. long; Fire engine red finish.

OPS Ceiling Price $15.95, 11 Western States $16.75

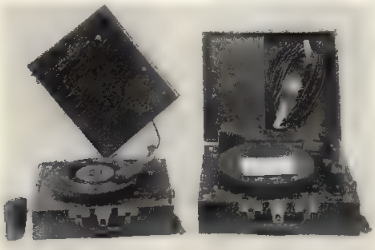
The CHAS. Wm. DOEPKE MANUFACTURING CO., INC. ROSSMOYNE, OHIO

Model® TOYS

New Toys on Parade

"Bat-Bak" Game

Pictured is "Tiny" (Moss) Eller, Pacific Coast table tennis champion, demonstrating her talent on a table model "Bat-Bak" game, the product of BAT-BAK, 257 Fourth Ave., New York 10, N. Y. The set includes a 36"x42" table with folding legs and backboard. The game is played with table tennis type racket and ball, and is available in a complete range of sizes and models. It can be set up outdoors or indoors and can be played by children or grown-ups, alone or as a competitive sport. It requires only a portion of the space needed for table tennis or billiards and storage space of only a few feet. The game is said to provide the speed and excitement of table tennis plus the thrills and skill of handball



Portable Phono-Mike

The Dean Portable No. 10 Phono-Mike of DEAN SALES CO., INC., 35 Fifth Ave., Brooklyn 17, N. Y., offers a great variety of usages: it can be used as a baby sitter, for when placed near the crib every sound can be heard, it can be used as a public address system for pep rallies, speeches, meetings; it can be used as a one-way inter-communication system whereby anyone at distant points can be paged or called; it can serve as a disc jockey, allowing the owner to arrange own record programs; mike may be used to vocalize while playing record; mike acts as extra loud speaker near radio, and unit's 3 speeds allow for playing 78, 45, 33 1/3 records up to 12". Suggested list price, tax included, is $39.95

The unit operates on 110 volt 60 cycle AC only high fidelity amplifier with special mixing feature—3 tubes (50B5, 35 W4, 12SL7) powerful 3 speed best motor. Incorporated are a hand mike and 7' length of wire and nest; 4½" Alnico No. 5 speaker fully enclosed; 50' extension cord between phono and speaker with winding brackets; removable cover, 2 separate volume controls for phono and mike. Portable wood case, covered in jumbo red, brown, or blue alligator washable cloth, is 12½"x10¾"x8¼".

Newest "Little Lady" Toy Range Features Top Panel Lights

From two windows in the light shield at the back of the latest model *Little Lady* toy electric range, light shines over the entire range top, just like a full-size real range.

The range oven has a clear glass window, and there are separate porcelain safety-tested elements for both burners and oven. Beautifully enameled in white with pastel green and yellow light shields and handles, and dark green burner trim, this unit is generously proportioned, measuring 12½ x 11 x 7" in size. There are four quick-heat burners with separate element

mounted under the oven for better baking Switches are of red plastic. Each unit comes with UL tested cord set attached, a set of 6 practical baking utensils and a child's cook book METAL WARE CORP., Two Rivers, Wis., is the manufacturer.

One-Piece Control String Marionettes

String marionettes of Walt Disney's cartoon characters, *Mickey Mouse* and *Minnie Mouse*, give children the opportunity to play out the many Disney stories. The simplified one-piece control makes it possible for youngsters to work these whimsical marionettes, which are costumed in black and red, and which retail at $2.49 each Manufacturer is PETER PUPPET PLAY THINGS, INC., Long Island City, N. Y

Hobbycrafts on Parade

Replacement Blades Counter Display

A 3-color counter display that boasts 28 packages of blades in assorted styles to meet the requirements of virtually every hobbyist, model builder and handicrafter, has been introduced by the UNSINGER-AP CORP., 1801 Spielbusch Ave., Toledo 1, O.

Display is equipped with double easel, and can be divided in the center so that the dealer will have a King Kut Replacement Blade display for either side of his store.

According to the manufacturer, Make Your Own Jewelry is a new handicraft that is winning millions of enthusiastic followers. Summer camps, Boy Scout and Girl Scout organizations, YMCA's and YWCA's, 4-H Clubs, schools and Recreation Centers have these kits on their regular handicraft program. It is pointed out that adults may turn this hobby into a profitable business by selling their handmade jewelry to friends. Occupational Therapy centers are said to be regular and consistent users of these kits and Ona Kraft replacement materials.

The manufacturer of these kits also offers low priced pin packages, which retail for 35c to 75c. Pin designs have matching earring packages which also retail at 35c to 75c.

Among accessories which may be purchased separately are: a felt bottom paper weight with glass top that magnifies, 49c, perfume bottle ready for bead, shell, pearl or rhinestone decoration, 39c; a work sheet for making jewelry, 5c; jewelry cement, 5c; earring mountings for sets, 10c pair; clip-on earring mountings for sets, 29c pair; circle earring mountings, 29c pair, pin mounting with modern safety clasp, sizes ½ to 2", 10c.

MAR 18 1952

Colber's New Lacosmoke

A few drops of this new Loco-Smoke in the smoke chamber of any smoke locomotive will produce big, rich, billowy smoke clouds. Said to be absolutely safe to use, it leaves no residue, no grime, no soot, and is non-toxic, non-injurious and non-corrosive, according to the manufacturer, THE COLBER CORP., Irvington, N. J. Loco-Smoke comes packed 12 to the carton, which is printed in the striking orange and black combination, seen on all of the manufacturer's boxes.

Individual bottles are conveniently equipped with a dropper cap, which makes it easier and more economical to use. Retail price is 69c a bottle.

Make Your Own Jewelry Kits

ONA KRAFT PRODUCTS, 315 East State Fair Ave., Detroit 3, Michigan, is marketing a line of jewelry kits for the hobbyist. No. 300 kit contains necessary materials for over 30 pieces of jewelry, plus instructions and retails for $2.95. No. 100 kit, illustrated, is a $1.95 retailer and contains

the makings of over a dozen pieces of jewelry including pins and earrings, with simple instructions.

Boeing P-26A Model

Latest control-line model of SCIENTIFIC MODEL AIRPLANE CO., 113 Monroe St., Newark 5, N. J., is an authentic semi-scale version of the U. S. Army's first all metal pursuit plane, the Boeing P 26A, to commemorate the famous Thunderbird and 94th Pursuit Squadrons. The completely prefabbed kit brings to life the beautiful coloring associated with the original. In model form it is said to be a fast little ship that's highly maneuverable . . . a terrific control-line stunt and sport flyer. Kit features super-smooth carved balsa fuselage, wing and tail surfaces and a ready-formed metal drag ring that houses the engine.

Designed for small bore engines (.039 to .074), the unit has a wingspan of 18 inches, is 13½ inches in length, and weighs 5 ounces. Retail price is $2.95.

New Toys on Parade

"Guns of the Future"

Commander Buzz Corry of "Space Patrol" fame, is pictured studying the new features of the Space Patrol Rocket Gun, as Dix Towell, president of U.S. PLASTIC CO., 2570 E. Walnut St., Pasadena, Calif., elaborates on his company's new innovations.

Instead of two message-carrying missiles with each gun, there will be one message carrier missile and a new war-head missile. The new missile explodes upon impact by use of ordinary caps, which are placed in the warhead. It is said to be the only missile of its kind which explodes upon impact when shot out of a toy pistol.

The new rocket jet water gun is streamlined, carries a big volume of water, and is claimed to have no rusting or clogging parts. Manufacturer points out that a special formula for construction prevents any "mis-fires," the only metal part being the rust-proof trigger spring.

These units may be seen at the company's exhibit in the Hotel New Yorker during the Toy Fair.

"Dunninger's Magic Tricks"

"*Dunninger's Magic Tricks*," a new, colorful book chock-full of interesting and entertaining feats of magic taken from the amazing repertoire of "The Master Mentalist," has been announced by THE SAALFIELD PUBLISHING CO., Akron 1, Ohio.

The new book, recently released for national distribution, provides a clear, easily-understood explanation of a wide variety of simple, yet baffling magic tricks. It contains 144 pages . . . and well over 100 different feats of magic. Illustrations supplement Dunningers' own easy step-by-step description of how to do each trick.

"Dunninger's Magic Tricks" assures countless hours of fun and enjoyment for young and old from eight to 80. Each trick can be performed with a minimum of difficulty through the use of common everyday household items.

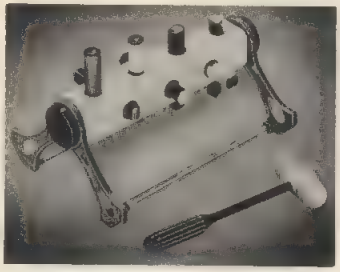
There are tricks of virtually all types and descriptions to fit any occasion—ranging from "the vanishing coin" and "balloons with a bang" to "geometric matches" and "the bottled egg."

Dunninger, who has been mystifying audiences with his incredible exhibitions of thought-reading and magic, has written well over a quarter-century of magic and experience into the new book. "The readers of this new book are far more fortunate than I have been," writes Dunninger in the book's foreword. "Such a book was unobtainable, at any price, when I started my career," he adds "There is nothing

more enjoyable and interesting than the ability to do a few tricks . . . and do them well. With Saalfield's new book, practically anyone can become an amateur magician almost overnight."

New Dover Toy

Last year DOVER PRODUCTS COMPANY, 815 W. Arthington St., Chicago 7, Ill., introduced its delightful adaptation of a favorite candy, sound and vived motion all together in the Peppermint Roll push toy. New wooden push toy to be introduced at this year's Toy Fair, Room 817, Hotel New Yorker, incorporates the candy stick rolls idea of last year, but is different in design. For children of pre-school age, this new toy has sound, motion and sparkles with bright colors. Handle, which is threaded into the frame for easy packing, is red with yellow knob. Green frame is set off by a decal and yellow wheels serve as startling color contrast to the candy stripe poles. Musical unit lends further verve to this wooden push toy, which will retail for around $1.00.



Plastic Peg-N-Pound

With the assistance of several child psychologists, a new conception in "pound" toys for ages one to four has been developed by J. Donald Biever, Inc., Philadelphia manufacturer of "Circus Parade" brand plastic block and pull toys. Unusually colored, this sturdily reinforced toy combines pleasure and education for the small ones just discovering their strength, logic and coordination. Plastic Peg-N-Pound has seven vary-shaped, vary-colored pegs and holes, and a revolving cylinder. It will retail, with its hammer, at about $2. All indications from an advance survey point to enthusiastic mother response. Approval by several child psychologists will be a selling feature.

SOFT BODY
COTTON DOLL
Stuffed Dolls and Animals in
PLASTIC · PLUSH · COTTON PRINTS
you can be sure of a
merry christmas business with
ARTISTIC TOYS
but . . . better order now!
Never has Artistic's line been so complete, varied and colorful. That's why it's important you order early, and order enuf, so you're sure of delivery in time for the biggest and best Christmas of all. Order right from your Artistic color catalog. Write today for yours. See America's top toy value in exciting colors and fabrics . . . lovable, sell-able stuffed dolls and animals in plastic, plush and gay cotton prints.
Artistic
TOY COMPANY
Be an early bird! Best selections, surest deliveries if you order now . . . send for your color catalog today!

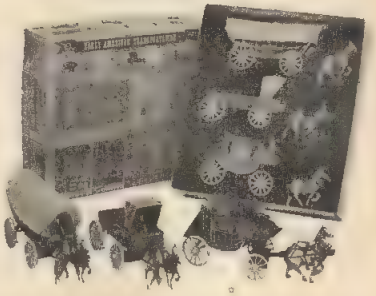
CARS & TRUCKS OF ALL KINDS

FIX-IT TRUCK

An all plastic truck packaged in window box shaped like mechanic's tool box. Has jack that works, hammer, screwdriver and wrench for removing wheels, extra tire. 8½" long, 3¾" wide, 3½" high. Twelve per carton.

No. 54787 — Mfr. No. 3059
IDEAL TOY CORPORATION

Dealer Price ..... L4-84 T
Suggested Retail Price ..... $1.29 ea.
Inv. ..... **Pur.** .....

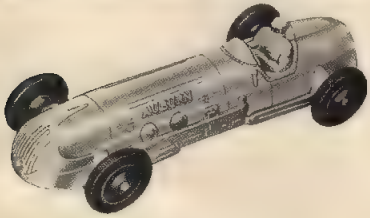


EARLY AMERICAN TRANSPORTATION SET

Large, scale model, lithographed steel toys patterned after vehicles of Early America. Stage coach, Conestoga wagon, Springfield freighter. In box to be used as background. Six per carton.

No. 54837★— Mfr. No. 618
NORTHWESTERN PRODUCTS CO.

Dealer Price ..... E73-25 H
Suggested Retail Price ..... $4.95 ea
Inv. ..... **Pur**

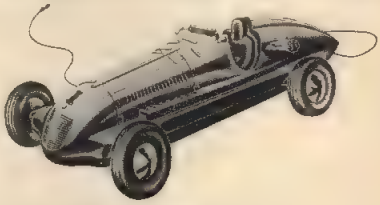


SUPER RUBBER RACER

Rubber racer with red body and silver trim. Has oversize rubber wheels. Authentically detailed construction. 10⅝" long, 4" wide, 2¾" high. Twelve per carton

No. 54795 — Mfr. No. 556
AUBURN RUBBER COMPANY

Dealer Price ..... BS-45 T
Suggested Retail Price ..... $ 69 ea.
Inv ..... **Pur.** .....



ELECTRIC FIRE FLY RACER

By pushing plunger rod attached to rear of racer, the Firefly can be steered in any direction. Electric motor with gear drive operates on flashlight batteries. Twelve per carton.

No. 54839 — Mfr. No. 300
MORMAC TOY MANUFACTURING CO.

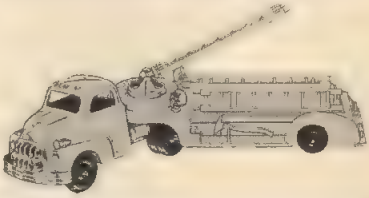
Dealer Price ..... M73-90 A
Suggested Retail Price ..... $5.95 ea.
Inv. ..... **Pur.** .....

HOOK AND LADDER TRUCK

Red plastic fire truck made in two pieces. Has ladders that can be joined together on revolving turret. Has searchlight and rubber wheels. Measures 12¾" long. Twelve per carton.

No. 54816 — Mfr. No. 355
HUBLEY MANUFACTURING CO.

Dealer Price ..... F6-78 S
Suggested Retail Price ..... $1.19 ea.
Inv. ..... **Pur.** .....



CARS OF EVERY VARIETY

DICK TRACY SIREN CAR

Sturdy green plastic construction with steel reinforcement. Has powerful friction motor and wailing siren. Dick Tracy figure at wheel. 10¼" long, 3½" wide, 3" high. Twelve in carton

No. 54848 — Mfr. No. 1570
LOUIS MARX AND COMPANY

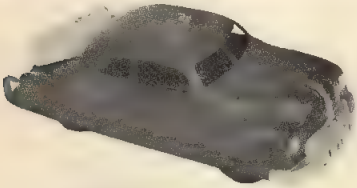
Dealer Price E1-91 H
Suggested Retail Price $1.39 ea
Inv _____ **Pur** _____

HENRY J. CAR

Scale model replica of the Kaiser-Frazer "Henry J." Die-cast grill and bumpers, plastic body, rubber wheels. Has sturdy recoil motor. Assorted colors. 7¼" long, 2¾" wide, 2" high Twenty-four per carton.

No. 54852 — Mfr. No. 101
LINCOLN LINE, INC.

Dealer Price N3-65 L
Suggested Retail Price $ .98 ea
Inv _____ **Pur** _____



AUTOMATIC BRAKE CAR

Car can be brought to a stop at any desired distance by adjusting the lever at back of car. Makes a screeching noise when it stops. Made of plastic. 9½" long, 4" wide, 2¾" high. Twelve per carton

No. 54849 — Mfr. No. 2148
LOUIS MARX AND COMPANY

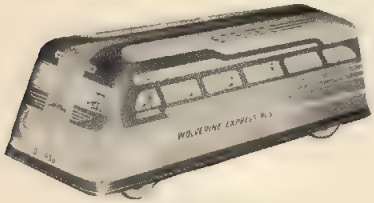
Dealer Price U2-65 I
Suggested Retail Price $ .98 ea.
Inv _____ **Pur.** _____

FRICTION PONTIAC CAR

Model replica of latest Pontiac car made of plastic with rubber wheels. Powerful friction motor propels car. 9⅞" long, 3⅞" wide, 2⅞" high. Twelve per carton.

No. 54850 - Mfr. No. 2149
LOUIS MARX AND COMPANY

Dealer Price M7-65 R
Suggested Retail Price $ .98 ea
Inv _____ **Pur** _____



MYSTERY EXPRESS BUS

Pressure on top of rear sends bus on a long run. No batteries, winding or keys. All steel. 14" long. Dozen per carton.

No. 54851 — Mfr. No. 26A
WOLVERINE SUPPLY & MFG. CO.

Dealer Price L3-71 T
Suggested Retail Price $1.09 ea.
Inv. _____ **Pur.** _____

STOCK CAR RACER

Made of shock-resistant plastic with steel crash guard. Friction motor, rubber wheels. Removable hood. 8½" long, 3" wide, 3¼" high.

No. 54858★— Mfr. No. 450
SAUNDERS TOOL & DIE CO.

Dealer Price T9-65 S
Suggested Retail Price $ .98 ea.
Inv. _____ **Pur.** _____

DAIRY

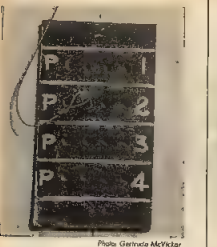


Photo Gertrude McVicker

Tally Keeper

Four pastures—cows graze four days on each one. Every morning, Floyd B. Lampkin, Frederick County, Md., moves peg; keeps rotation record.

average (they have gotten more), the system brings in about $360 per cow each year.

It costs about $235 to keep each cow going for a year, figuring feed (grain screenings, hay, pasture and red clover silage), calf losses, and veterinarian's fees. Subtract that from $360 gross return, and they have $125 left. That's $1.25 an hour for the 100 hours of work the Robisons put in per cow each year

To compare that with milking (what they'd get from the same amount of feed, 140 hours of work per cow), they would make only 75 cents an hour. That's figured on selling milk on factory basis, not Grade A. (They doubt that Grade A men would want to switch to this program).

The Robisons just about went out of business the first year they tried the vealing system—too many calves died.

Now they have the problem pretty well licked. As soon as a calf is born or brought to the farm it gets a shot of scour bacterin, and is vaccinated against blackleg, malignant edema, (swelling of face, neck, legs) and shipping fever.

They lost only two calves last year—one because it wasn't vaccinated at all, and the other because it wasn't treated until two days after they brought it home. (They allow a 10% loss for calves in figuring their expenses.)

The Robisons are now using a Hereford bull on Jersey cows, but think they might switch to Ayrshire cows to get away from the rich milk, which seems to encourage scours

Also, they think the calves would be larger and more profitable in their meat-producing program.

Contributor to this month's Dairy Department: Marlen Teal, Corvallis, Oregon.

"There's no Hope in our family"

(WHO AM I...? SEE ANSWER BELOW)

Batteries also look alike, but AUTO-LITE STA-FUL needs water only 3 times a year!

IN NORMAL CAR USE

CLOSE friends of Bob Hope say, "It's hard to believe he has a 'look-alike'" . . . but lots of things do look alike, including batteries. So don't be fooled by appearances. It's the amazing Auto-Lite "Sta-ful" Battery that needs water only 3 times a year in normal car use . . . and lasts longer too! Make *your* next battery an Auto-Lite "Sta-ful."

You're wrong about movie stars if you thought the man shown above was Bob Hope. Although Leo R. Brennan of Monrovia, California, is frequently confused with Bob, there are no family ties. And if you want to be right about batteries, see your nearby Auto-Lite Battery Dealer because, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."

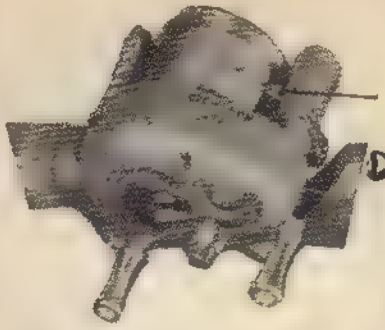
See BOB HOPE, Starring in "SON OF PALEFACE" A PARAMOUNT PICTURE Color by Technicolor

Phone Western Union . . . ask for "Operator 25" . . . she'll give you the name of your nearby Auto-Lite Battery Dealer. There is no charge for this service.

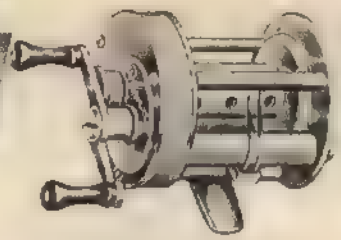
AUTO-LITE sta-ful

Tune in "SUSPENSE!"—Tuesdays on TV. See your newspaper for time and station.

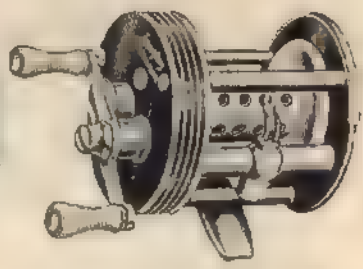
BAIT CASTING REELS



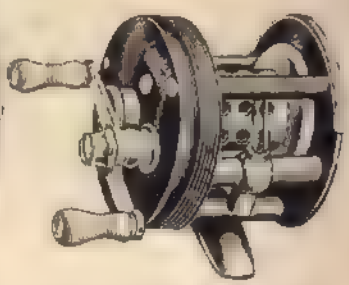
Killon Neo Coaster Reel. Star drag level wind reel for fresh and salt water fishing. Free spool in two nylon bushings. Nylon gears for smoother working and longer wear. Anti-reverse for holding of powerful fish against drag, easy take-apart for [illegible] complete with [illegible] cork arbor. Weight 7 oz. Retail 17.50.
No. 16R134. Each 10.30



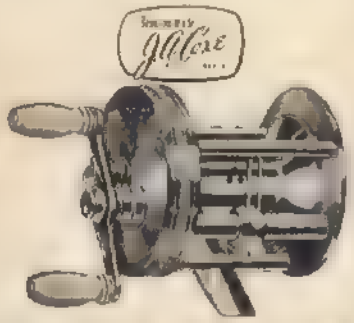
Langley Costrite No. 380. Standard size level wind [illegible] cap [illegible] and [illegible] finish and trim. Weight [illegible] oz. Retail 7.75.
No. 16R147. Each 4.56



Langley Streamlite No. 310. Level wind [illegible] standard size with feather weight [illegible] inertia spool. Handsome black dumbell finish with polished chrome [illegible] palm rest on end plate. Weight 6 oz. Retail 12.50.
No. 16R148. Each 7.35

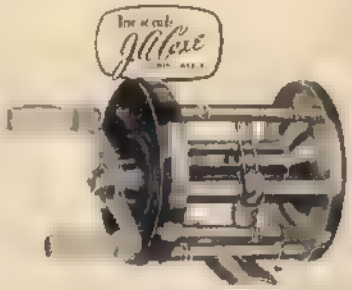


Langley Lure Cast No. 330. Light weight narrow spool level wind reel for light lines and lures. Polished maroon aluminite finish with polished chrome palm rest on the end plate. Weight 5½ oz. Retail 15.00
No. 16R149. Each 8.82



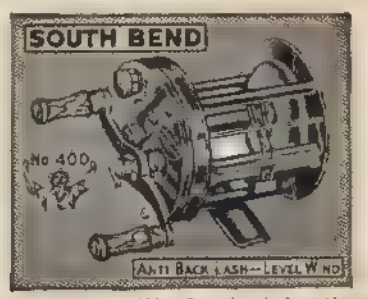
J. A. Coxe Model 60C. Made of high grade brass throughout [illegible] finish. Has [illegible] weight [illegible] action [illegible] adjustable click, quadruple multiplying, [illegible] yard line capacity. Weight [illegible] oz. Retail [illegible]
No. 16R17. Each 8.46

Heddon Dowagiac No. P51. Light weight durable reel with removable [illegible] for easy and cleaning without tools. Anti-backlash cap. End plates anodized in moss green finish. Aluminum spool; bronze gears, quadruple multiplying. Retail [illegible]
No. 16R154. Each 5.73

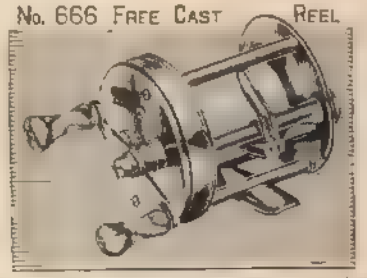


J. A. Coxe Coronet No. 25-C. Only cast [illegible] reel weighs [illegible] oz. All aluminum [illegible] and [illegible] cross box [illegible] quadruple multiplying. 100 yd. capacity. Phosphor bronze [illegible] New light weight [illegible] 33.50
No. 16R19. Each 19.40

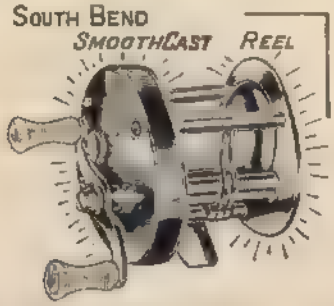
South Bend No. 25. Level wind reel with 3 piece take down construction. Rugged and smooth running [illegible] chrome plated [illegible] aluminum [illegible] spool cap and [illegible] for [illegible]
No. 16R40. Each 3.53



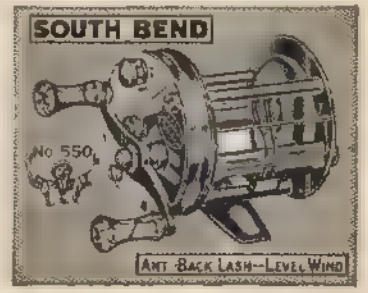
South Bend No. 400. Level wind anti-backlash reel. Three-piece take down construction, chrome plated frame, [illegible] spool [illegible] plate [illegible] quadruple multiplying [illegible] gears. Retail [illegible]
No. 16R46. Each 5.88



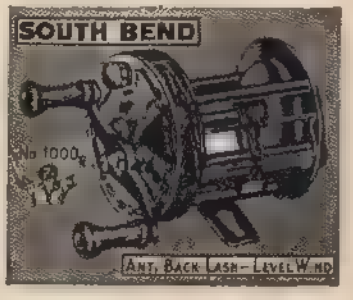
South Bend No. 666. Free cast [illegible] level wind [illegible] spool [illegible] take down [illegible] chrome plated steel [illegible] brass frame. Special [illegible] quadruple multiplying [illegible] Supplied with [illegible] Retail [illegible]
No. 16R41. Each 6.47



South Bend No. 900. Smooth Cast Reel. Well constructed [illegible] of solight, compact [illegible] maroon plastic head ring. [illegible] Nylon gears. Three-piece take-down. Phosphor bronze bushings [illegible] frame. Weight 7.7 oz. Retail 22.50.
No. 16R55. Each 13.23

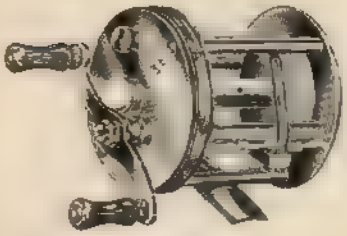


South Bend No. 550 Level Wind Anti-Back-Lash Reel. Reel has [illegible] cap [illegible] weight crank handle, and improved line carriage spool [illegible] chrome plated frame; [illegible] take-down. Weight 8½ oz. Retail 12.50.
No. 16R51. Each 7.35

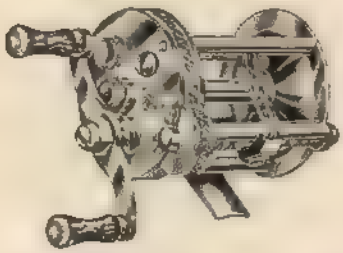


South Bend No. 1000 Level wind anti-backlash [illegible] take down construction. Amber plastic head cap ring, chrome plated frame, phosphor bronze bearings [illegible] quadruple multiplying gears. Retail 16.00
No. 16R42. Each 9.40

BAIT CASTING REELS *Shakespeare*



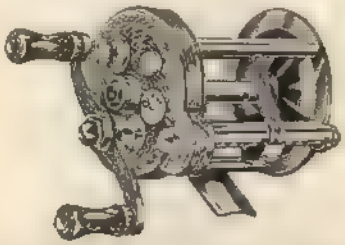
Pflueger Trump No. 1943. A reel famous for dependable service. Corrosion resistant level-wind, tension cups to permit easy lubrication, extra heavy chromium plating throughout. Retail 5.75.
No. 16R61. Each 3.72



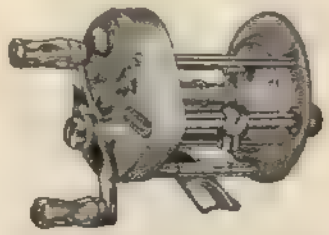
Pflueger Akron No. 1893. A level-wind, anti-backlash, quadruple multiplying reel. Tension cups set with jewels, bronze bearings, adjustable clock. Extra wide line guard; easily detached level-wind assembly. Retail 9.[illegible]
No. 16R64. Each 6.18

Pflueger Skilcast No. 1953. Reel [illegible] the Mechanical Thumber, that automatically thumbs the spool. Light weight aluminum spool, with extra cork arbor, quadruple multiplying spiral cut gears, chromium finish. Retail 10.50.
No. 16R65. Each 6.81

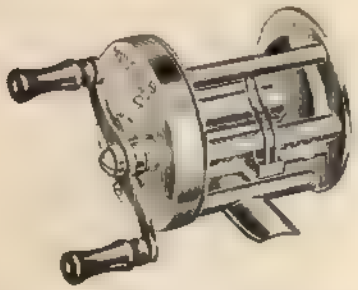
Pflueger Nobby No. 1963. A level-wind, quadruple multiplying reel, with jeweled cups, bronze bearings, spiral cut bronze gear, and tool steel pinion [illegible] regulating anti-backlash device contained within the reel. Finished in satin nickelum, aluminum spool. Weight [illegible] oz. Retail 11.00.
No. 16R67. Each 7.20



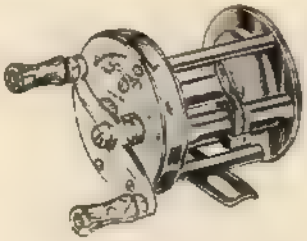
Pflueger Summit No. 1993L. Reel contains the famous Pflueger anti-backlash mechanism with indicator button to give [illegible] control. Extra wide phosphor bronze line guide, tension cups with inset jewels, bronze gear and bearings, heavily chromium plated; aluminum spool. Retail 12.50.
No. 16R62. Each 8.82



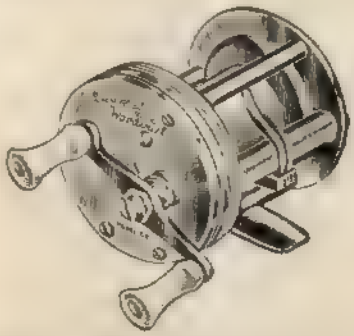
Pflueger Supreme No. 1573. The Aristocrat of fishing reels—light in weight yet rugged in construction. Level-wind, anti-backlash regulator; quadruple multiplying. Finished in satin nickelum. Fine leather bag, [illegible], gear grease, wrench packed with each reel. Retail [illegible]
No. 16R66. Each 22.88



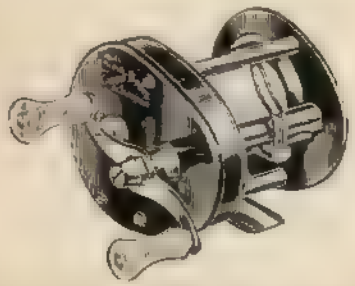
Shakespeare True Blue No. 1956. Reel is made of chrome plated brass with circle finish. Four gear train, with drive gears mounted on rigid bridge construction. Three unit takedown, chrome plated level wind. Weight: 7.9 oz. Retail 6.60.
No. 16R29. Each 3.84



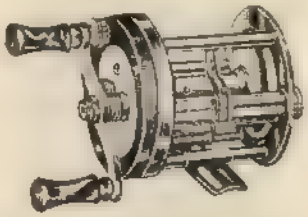
Shakespeare Triumph No. 1958. Reel has attractive plastic head ring, with matching handles, adjustable tail drag, replaceable spool bearings of phosphor bronze. Made of chrome plated, circle finished brass. Weight 7.7 oz. Retail 7.[illegible]
No. 16R31. Each 4.53



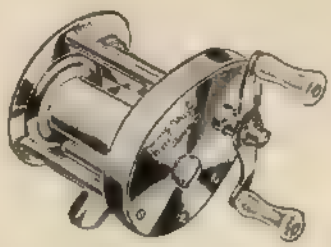
Shakespeare Wondereel No. 1920. Designed to reduce backlash to a minimum, the Wondereel is ideal for the beginner or the occasional fisherman. Made of nickel brass, with circle finished chrome plate. Gear ratio 4 to 1. Weight 8.1 oz. Retail 11.00.
No. 16R28. Each 6.47



Shakespeare Direct Drive No. 1926. Light weight reel with forest green anodized aluminum [illegible] frame with tough nylon gears. Automatic thumb tail spool cap casting drag, snap on plastic arbor. Weight 5½ oz. Retail 12.00.
No. 16R34. Each 7.06



Shakespeare Marhaff No. 1964. A level-wind reel with green anodized aluminum head plate. Nickel silver frame, jeweled end bearings set in bronze bushings, "automatic thumb" casting drag; plastic arbor. Weight: 8 oz. Retail 16.00.
No. 16R35. Each 9.40

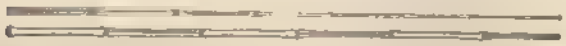


Shakespeare Ideal No. 1990. Direct drive reel made of corrosion resistant chrome steel. Smoky pearl head ring and handles. Nylon gears. "Automatic thumb" tail spool cap adjustable drag. Snap-on plastic arbor. Weight 7.7 oz. Retail 22.50.
No. 16R38. Each 13.23

BAIT, TELESCOPE, BAMBOO RODS

Montague Sol River Combination Rod No. 4ERC. [illegible] be used for still fishing. [illegible] Trolling Rod—(5) a 3½ [illegible] grip may be rev[illegible] joints and grip. Stock: Brown tone split bamboo. Ferrules [illegible] rolled welt nickel-plated. Reel Seat: Nickel-plated Titelock. [illegible] Hard steel one-ring butt guide. Steel snake guide on Fly middle [illegible] and tip. One ring steel guides on casting tip. Tops: One [illegible] tip. Hard steel casting on stout tip. Grip: De[illegible] cork. Wound in green. Packed in bag. Retail 15.2[illegible]

No. 15R141. Each.....8.97



Jointed Bamboo Fishing Pole. Two pieces bamboo pole with one ferrule riveted to the bamboo. Brass wire on the tip. Length 8'-10'. Packed 4 dozen. Weight 12 lbs. No less sold.

No. 15R211. Per dozen..... 3.18

Deluxe Bamboo Fishing Pole. Three-piece bamboo pole with turned hardwood handle. Flame tempered bamboo [illegible] fully soldered and hand straightened. Special glossy finish [illegible] tip top three silk wound spiral guides, nickel plated steel tubular reel seat. Ends [illegible] sealed with dowels, set in water-proof cement. Rolled [illegible] ferrules, nickel plated, riveted to the pole. Each in paper sleeve. Length 12'. Packed ½ dozen. Weight 10 lbs. No less sold.

No. 15R214. Each.....2.25

Bristol Round Telescopic Rod No. 15. Three jointed round telescopic rod with stainless steel ring guides on chrome plated brass sleeves. Reversible aluminum dye cast handle with cork grip. Spring steel joint in mahogany enamel finish. Each in cloth case. Retail 4.00.

No. 15R78. Each..... 2.36

Bristol Hexagonal Telescopic Rod No. 3. All-purpose telescopic rod for fly casting, bait casting, still fishing and trolling. Telescopes to 40", [illegible] to any length up to 9'. Reversible aluminum die cast handle [illegible] finish with fine cork grip. Stainless steel ring guides [illegible] sleeves, chrome plated. Finished in green baked enamel. Positive joint locks make adjustment of length easy with perfect guide mounts. Each in cloth case. Retail 8.25.

No. 15R83. Each.....4.85

Steel Bait Rod. Sturdy, rugged 45" rod for beginners. 8½" rod finished wood handle, wood reel seat, one metal guide and tip top. Weight 5 lbs. per dozen. Packed 2 dozen to carton. Retail .39. (No less sold.)

No. 15R208. Per dozen.....6.30

Premax Bait Casting Rod. Detachable offset handle with knurled wood grips, high carbon steel blade, hardened metal guide and tip top. Weight 9½ lbs. per dozen. Each in paper bag. 2 dozen to carton. Retail 2.10.

No. 15R209. Per dozen.....14.82

Montague Clipper Bait Rod No. 1CLB. Designed for bait fishing for panfish and bass. Particularly popular in the Middle West. Well finished split bamboo stock, nickel plated ferrule. Tungsten steel snake guides, two color nylon winding. Solid cork grip with reel seat above handle. Length 9'. Retail. 11.[illegible]

No. 15R142. Each..... 7.03

Same as above in 12' length. Retail 14.2[illegible]

No. 15R119. Each..... 8.37

Same as above in 16' length. Retail 18.50.

No. 15R120. Each..... 10.88

Jointed Bamboo Fishing Pole. Three pieces bamboo pole with machine-made rolled edge ferrules riveted to the bamboo. Ends plugged with doweling to increase strength. All metal, nickel plated "band eye" tip top. Buffed, glossy, natural finish. Length 12'. Packed 1 dozen. Weight 10 lbs. No less sold.

No. 15R212. Per dozen..... 12.34

Jointed Bamboo Fishing Pole. [illegible] bamboo pole with machine-[illegible] the bamboo. Ends are plugged with doweling to increase strength. All metal, nickel plated "band eye" tip top. Buffed, naturally glossy finish. Length 13'. Packed 1 dozen. Weight 14 lbs. No less sold.

No. 15R213. Per dozen..... 16.86

Bristol Hexagonal Telescopic Rod. Low price hexagonal [illegible] steel joints. Telescopes to 39", extends to 9'. Stainless guides [illegible] brass sleeves, chrome p[illegible] Retail 6.20.

No. 15R82. Each..... 3.64

The Handle-Rod. A 5-foot precision made casting rod which completely telescopes within its handle to only 11 inches in length, featuring compactness, lightness, flexibility, strength and balanced action. Rod [illegible] guides are made of Beryllium copper, a non-rusting, non-[illegible] that is stronger than steel. Heat treated and temp[illegible] handle with laminated cork grip and front piece. Positive action reel lock. Weighs only 6 ounces. Complete with Carrying Case. Fits in pocket, tackle box, suitcase, glove compartment. Retail 13.50.

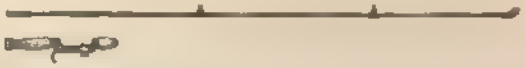
No. 15R59. Each.....7.94

Stubcaster Rod. Sensational coil spring gives full length rod action. Shortened arc gives greater accuracy, maximum distance. Fits tackle box—22" overall, breaks to 14". Cast "close in" streams. Retail 6.95.

No. 15R56. Each..... 3.48

Longcaster Blade. 4½ foot steel casting rod to fit Stubcaster. Handle. Retail 4.95.

No. 15R57. Each.....2.91



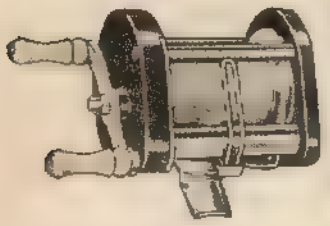
Premax Bait Casting Rod. Solid steel casting rod finished in metallic maroon enamel with bright copper plated mountings and trim. Hardened steel guides and tip tops mounted on high carbon steel blade. Detachable steel offset handle with composition cork grip and forward grip. Screw type reel locking device. Each in a cloth bag. Two dozen to carton. Available in 4½' and 5' lengths. Retail 2.89.

No. 15R210. Each..... 1.70

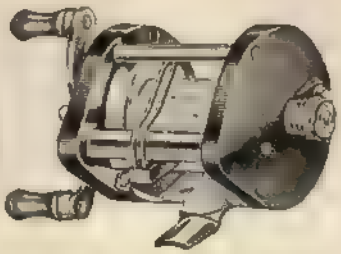
OCEAN CITY
HEDDON

BAIT CASTING REELS

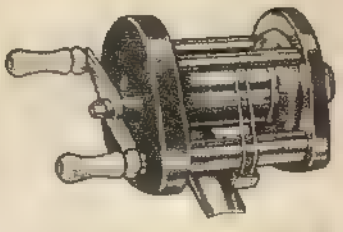
BRONSON
MARTIN



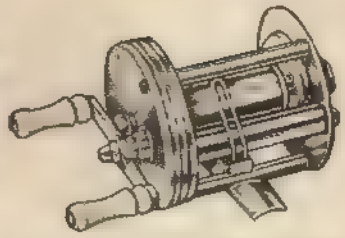
Ocean City No. 1581. Streamline design, [illegible] with [illegible] lakelite side [illegible] exterior metal parts [illegible] plated. On-off click. [illegible] arbor. Weight [illegible]
No. 16R112. Each 1.73



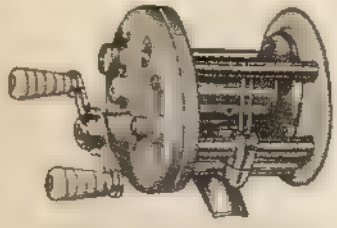
Ocean City No. 1591. [illegible] wind reel with [illegible] side plates. [illegible] self lubricating [illegible] control. [illegible] plated. [illegible] arbor. Weight [illegible] Retail [illegible]
No. 16R105. Each .. .2.64



Ocean City No. 1600. All metal level wind reel. Aluminum side plates in forest green finish. Light weight spool with large arbor. Anti-backlash control self lubricating bearings [illegible] Weight 7 oz. Retail [illegible]
No. 16R116 [illegible] 3.50

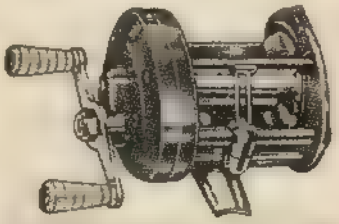


Ocean City No. 1800. Level wind reel [illegible] of beautifully finished, heavily [illegible] plated brass. Light weight [illegible] spool with large arbor. Anti-backlash control, self lubricating bearings. On-off click. Weight 8 oz. Retail [illegible]
No. 16R118. Each . . 4.67

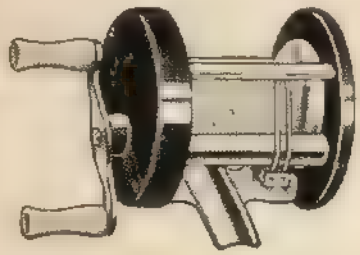


Ocean City No. 1950. Streamline level wind reel made of light weight Zephaloy. Improved wheel type calibrated [illegible] backlash control. Strong ridge construction. On-off click. Large arbor Zephaloy spool. Self lubricating bearings. Weight 5 oz. Retail [illegible]
No. 16R119. Each . .7.35

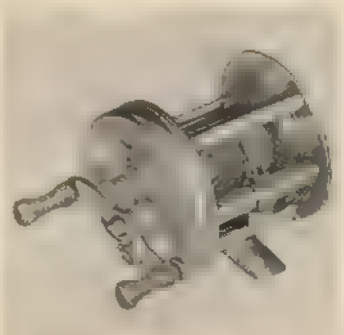
Heddon Pal P41. Light weight reel made of and [illegible] aluminum [illegible] bronze gears quadruple multiplying. Adjustable thumb drag. Featherweight spool with removable arbor. Features removable head ring for quick disassembling. Retail 18.75
No. 16R155.
Each 8.09



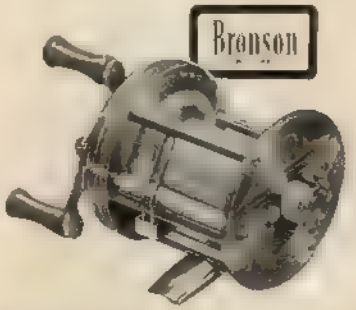
Ocean City No. 2000. Strong level wind reel made of light weight Zephaloy. Self-lubricating bearings, [illegible] dust-free wind. Zephaloy spool. Strong [illegible] control anodized Forest green finish, heavily chrome plated trimmings. Each in chamois bag. Weight 6 oz. Retail 25.00
No. 16R106. Each.....14.70



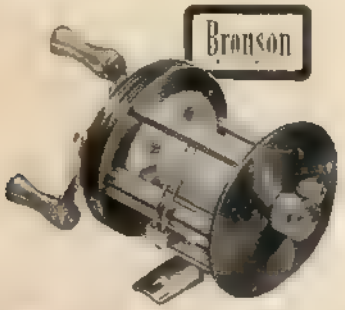
Bronson Altoona No. 4250. Sturdily constructed level wind [illegible] recommended for the beginner or general utility use. Rock maple end plates, [illegible] parts. Three piece take down construction. 10 yard capacity. Equipped with [illegible] on plastic arbor. Weight 7 oz. Retail [illegible]
No. 16R9. Each. 1.73



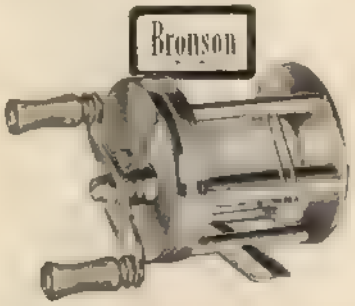
Martin No. 10. [illegible] reel featuring [illegible] speed [illegible] clutch. All parts [illegible] Metal [illegible] spiral bronze gears [illegible] bearings. [illegible] handles [illegible] anodized [illegible] down without tools. Weight 4½ oz. Retail [illegible]
No. 16R79. Each.....7.35



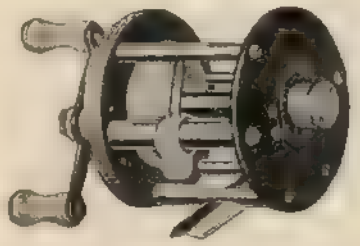
Bronson Mercury No. 2550. Heavily chrome plated [illegible] reel with embossed [illegible] end plate. Light weight aluminum spool with snap-on arbor. Duo-pawl with two spiral and two spur gears. Bronson adjustable drag eliminates backlash. Weight 8 oz. Retail [illegible]
No. 16R14. Each . . .4.09



Bronson Green Hornet No. 2200. Light weight reel with [illegible] end plate. Light weight aluminum spool with snap-on plastic arbor. Equipped with adjustable drag bearing tension. Duo-pawl. Weight 5¾ oz. Retail 5.95.
No. 16R10. Each.....3.50



Bronson Lashless No. 1700. Precision built balanced [illegible] Tension bearing adjustment [illegible] casting [illegible] Snap-on plastic arbor. Weight 8½ oz. Retail 7.95
No. 16R16. Each 4.67



J. A. Coxe No. 95-C. Light weight reel designed [illegible] Special spring tension [illegible] adjustable [illegible] arbor. Anodized aluminum head plates. Weight 4½ oz. Retail 9.75
No. 16R15. Each 5.73

When It's Tea Time

#602 — PEARLON TEA SET (13 PIECES)

#1203 — BANNERTONE TEA SET (29 PIECES)

it's Banner Time!

#802-A — BANNERTONE TEA SET (41 PIECES)

#2400 — BANNER BLUE WILLOW TEA SET (40 PIECES)

Banner has a tea set to fit every taste
and mood of the proper young hostess — from our modern set
which comes in a combination of two decorator colors for the
modern Miss to our more formal patterns for the young Miss who
prefers traditional. The tea set crowd all choose
Banner — order yours today!

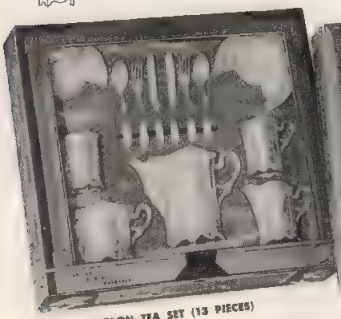
COMMENDED BY THE PARENTS' MAGAZINE

Banner PLASTICS CORP.

80 Beckwith Ave., Paterson 3, New Jersey
Permanent N. Y. Showroom: 200 Fifth Avenue, Rm. 513

Representatives
Mid-Atlantic Jerome Messinger, *New York City, N. Y.*
Midwest James Cavanagh, *Oak Park, Illinois*
Southern: Brown, Eddy, Inc. *M & M Bldg. Memphis, Tenn.*
Western. A. H. Greenburg *1031 So. Los Angeles St. Los Angeles, Calif.*
New York & New England: Jerome Gulick, *New York City*
Banner Export Company Walter Kramer

When It's Tea Time



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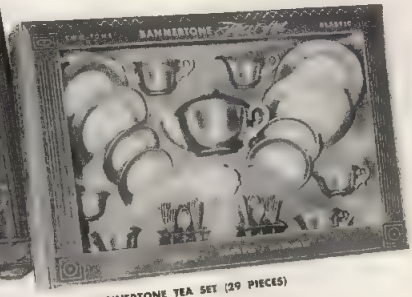

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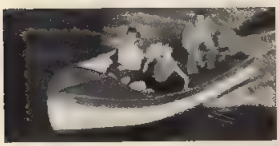
New York & New England: Jerome Gillick, *New York City*
Banner Export Company: Walter Kramer

Nothing Equals the 1952 BARBOURS



For the all-around best in outboard boat performance, the advice of those who really know is—*"Buy a Barbour—it's better in design—it's better in construction."* Furthermore this year, there are ten outstanding models from which to select a boat exactly suited to your needs. If it's racing, there are the famous Rockets—the star performers at all major regattas. If it's fishing, you'll like the new Barbour Fisherman models. If you want a family boat there's nothing finer than the Barbour Vacationer, or one of our Utility models. And, then there are the versatile and low priced Barbour Skippers which are adaptable to most any purpose.

15′ VACATIONER

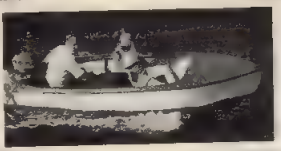
Especially designed for motors developing 10 H.P. to 50 H.P. to give swift, dry and smooth planing performance in any water. Lap-strake construction and mahogany trim for life-time use. This is a real roomy boat with 66″ beam and good seating capacity.

14′ UTILITY

More freeboard has been incorporated in 1952 Utility models, as well as optional bow lockers. For large or small motors, heavy or light loads this lap-strake boat is a big favorite. Center deck dash is fitted with roomy usable compartments.

12′ UTILITY

A rugged lap-strake boat with 58″ beam and good seating capacity. Gives surprising performance, either trolling with 5 H.P or speeding with 22 H.P. It's just the boat for all-around use. Has center deck with glove compartment. Bow locker optional



13½′ SKIPPER

A superb performer for any size motor up to 22 H.P. Smooth side construction, 55″ beam. Has three seats with back rest for forward seat. It is a fine party or family boat.

11½′ SKIPPER

For motors up to 16 H P there is no boat of equal size or price which surpasses the 11½′ SKIPPER. It is just "tops" in its class. Has smooth sides, 51″ beam and three seats.

11½′ FISHERMAN

A new addition to the Barbour fleet! Designed for easy car top transportation, and it's just about the most ideal boat you would want for fishing, gunning trips or dinghy service.

13½′ FISHERMAN

This is the senior size Barbour Fisherman, new this year! Both the 11½′ and 13½′ models feature removable cypress floor racks, three cypress cross seats, re-inforced transoms, oak keels, brass fastenings. You can't beat 'em for value.

The Famous Rockets

Above: 11½′ Racing Rocket
Left: 13½′ Racing Rocket
Right: 14′ Senior Rocket

These are the boats that are making history on the race courses everywhere, both closed circuit and marathon. They are built for top speed, lasting endurance and safe performance. The 11½′ size is for 7½ H P. to 22 H P motors; the 13½ and 14′ models handle to perfection with the largest available motors

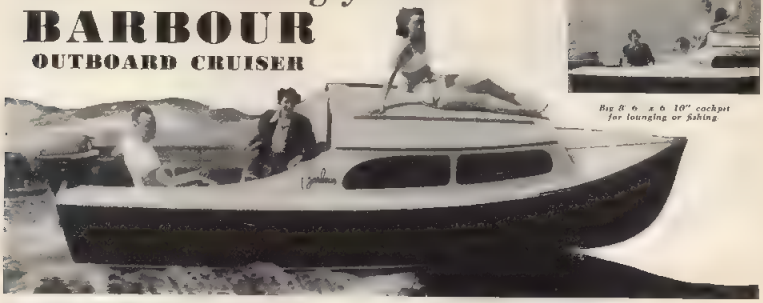
Write Today for Detailed Literature About the Barbour Fleet

BARBOUR BOATS, Inc., NEW BERN, NORTH CAROLINA

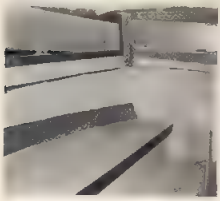
Here's the Excitingly NEW

BARBOUR

OUTBOARD CRUISER



Big 8' 6" x 6' 10" cockpit for lounging or fishing



Cabin is large, light and airy

Nineteen Feet of Cruising Comfort!

You'll give the new Barbour Sportsman Cruiser with its nineteen feet of cruising comfort your immediate approval because of its many outstanding features. It is big, rugged, seaworthy, dry, comfortable, inexpensive and performs to perfection with any outboard motor, 10 to 50 H.P., giving speeds up to 30 M.P.H. It is adaptable for inboard motors too! White cedar lap-strake construction, oak keel, brass and bronze fastenings make the Barbour Sportsman extra tough and strong to endure a life-time. Other features include safety glass windshield which opens full width, four large safety glass cabin windows, two 6' 8" bunks, 55" cabin headroom large bow locker, removable floor boards, 4' forward deck and 8' 6" aft cockpit. Hull and superstructure have contrasting color and all mahogany trim is natural finished.

Write Today for Further Details and Price
DELIVERIES NOW BEING MADE

BARBOUR BOATS, INC. NEW BERN, NORTH CAROLINA

YOUR NEW PROPELLER

A Gem Of Precision!

Let your dealer keep it that way with Rundquist Propeller Tools.

DEALERS—Discover the small investment necessary to install this service in your shop. *Inquire about our new line of outboard—also other types—propeller reconditioning equipment.*

Rundquist Propeller Tools
2610 Keokuk St. St. Louis 18, Mo.

Just one ride and you'll be thrilled with your selection of a

GUARANTEED
WHITE BEAR AQUAPLANE

Thrilled by the way the White Bear Aquaplane whisks you over the water, and proud of its good looks. Sturdy made of ¾ in. marine plywood, finished with a high gloss, chip resistant enamel.

In yellow or red **$24.75**

For Circular Write Dept. 1, Box 87

WHITE BEAR WATER SKI CO.
WHITE BEAR LAKE 10, MINNESOTA

A REALLY SAFE BATTERY CHARGER!

At last! A marine battery charger that is really safe! Just plug Marine 212 into any 110 outlet. Full 12 ampere charge brings batteries to capacity, then automatic taper decreases rate to prevent overcharge! Automatic reset circuit breaker prevents danger from shorts or overloads. Large rubber base snubbers cushion the charger, protect the finest finishes. Compactly designed for easy handling.

Charges one 12 volt battery or two 6 volt batteries at full 12 ampere or trickle charge.

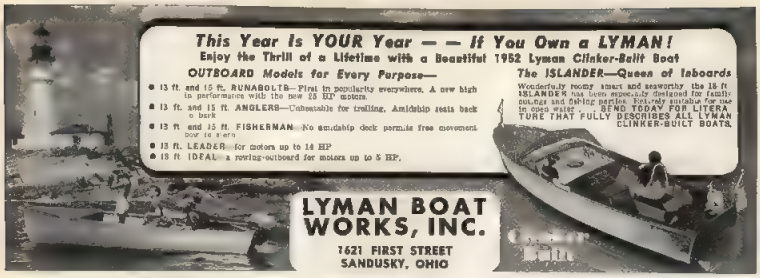
$46.60 LIST

APPROVED BY UNDERWRITERS' LABORATORIES

See your marine equipment dealer or write:

TRIPLE-A SPECIALTY CO.
2101 W. Walnut Street, Chicago 12, Ill.

QUALITY POWER SUPPLY EQUIPMENT FOR OVER 32 YEARS



THE "SUBSCOUT" . . .

SHALLOW WATER DEPTH INDICATOR

A pressure-activated, shallow-water warning indicator that gives a constant, accurate depth reading, while underway, of those critical first few feet. Indicates to 24 feet in large foot-graduations.

- Tried and proven—unconditionally guaranteed!
- M-200—comes with 50' line for either portable or permanent installation $89.95
- Write for full particulars.

*pat pending

AERCO INDUSTRIES, 1200 Main St., Springfield, Mass.

THE "SEAGUIDE" DIRECTION FINDER

Especially Designed for YACHTSMEN

- Reliable, Accurate—Proved at sea
- Easy to Operate—Easy to install
- Compact — Space required but 21 x13¾' x13½' including loop
- Bulkhead Mounted—Takes up no room on table or shelf
- Self Contained—No external wiring—Batteries good for season
- Sprayproof — Baked enamel and stainless steel finish
- Rugged Construction—Cast aluminum including loop
- Accurate—Non Magnetic

Also The "FLAGSHIP" for larger craft

Special sailboat mounting available—keeps instrument vertical, corrects heel effect.

Turret Marine Co., Inc.
48 Gainsborough Rd. Scarsdale, N. Y.

PREDICTED LOG RACING

With both national organizations, the United States Power Squadrons, and the American Power Boat Association, energetically behind the revitalized program for predicted log racing, the program of articles on this subject being published in issues of *The Capstan*, North River Power Squadron, are taking on the appearance of best sellers.

The series was started by N. L. Hersey, Editor of *The Capstan*, way back last fall when he requested a number of persons who were familiar with and experienced in conducting predicted log races to contribute a series of articles on related topics for publication in forthcoming issues of *The Capstan*. The first article appeared in November last year and each month since a further article has been published. The Delaware River Power Squadron soon after also started to publish the articles in its publication, *The Barometer*.

These articles have attracted much favorable attention and plans are now underway to give them more extensive coverage by reprinting them in *The Ensign*, national publication of the U.S.P.S. and also in *The Propeller*, of the A.P.B.A. The subjects of the several articles are as follows:

Why the Predicted Log Race?
P/C/C F. W. Horenburger, JN
Vice Chairman, Cruiser Racing Commission A.P.B.A.
Speed Curves and Leeway
Commander Eric Pick (Hempstead)
The Deviation Chart
Commander Austin S. Brunjes (Manhasset Bay)
Calculations by Contestants
Commander H. L. Jewett (Potomac & Great South Bay)
Conduct of the Race
Stf/C E. M. Sutton (North River)
Calculations by the Committee
Commander J. D. Paris (New York)
and the final wind-up article
Reviews, Revisions and Supplements.

It is also planned to have reprints prepared which will be available to contestants, committeemen and others.

NEW A.P.B.A. YEAR BOOK

The Executive Secretary's office of the American Power Boat Association in Detroit has done a grand job in completing the publication and distribution of the 1952 year book with the revised and corrected racing rules to date. This has always been a difficult task, mainly because of the delays in completing the rules revisions. With the distribution of the new rules there should be ample time for the outboard boys to prepare their outfits for the coming season's racing events. The new Year Book is sent to all A.P.B.A. members as a part of their membership but can also be secured by non-members at a charge of $1.50. The Executive Secretary, American Power Boat Association, 700 Canton Avenue, Detroit 7, Mich., will be glad to supply copies on request.

You can't lose with Berry Pink the Marble King!

When it comes to marbles, kids know a winner when they see one. That's why marbles by the Marble King—made in beautiful colors chosen in sampling tests by thousands of children—are the world's largest sellers.

Berry Pink and Jack Dempsey a couple of "champs" with the marbles of champions.

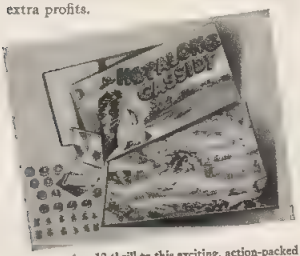
Not only in product, but in packaging, promotion, and publicity, the Marble King — Berry Pink Industries, Inc. — leads the way. And all our merchandising ideas, already moving millions of bags of marbles per year over dealers' counters, are designed to do just one thing — to help **you** sell more marbles! Remember, to sell **more**, sell the marbles that sell **most** — marbles by the Marble King!

Berry Pink
Industries, Inc.

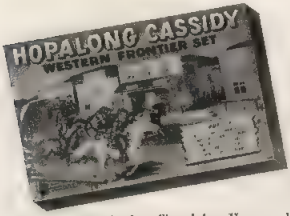
Empire State Building, 350 Fifth Avenue, New York 1, N. Y. • PE 6-5332

HOPPY RIDES AGAIN ...FOR *YOU!*

New films ready for release this Fall will spearhead the greatest Hopalong Cassidy promotion ever. Ride this new wave of popularity with these Milton Bradley games. Take advantage of Hoppy's drawing power—feature the entire line of Milton Bradley Hopalong Cassidy games and gain those extra profits.



Youngsters 4 to 12 thrill to this exciting, action-packed game. Sheriff Cassidy and his deputies capture a dozen desperadoes after a wild chase through the Old West. Retail **$2.00**



Easily assembled, this play village brings Hoppy and his friends to life in a colorful, realistic frontier town. Figures and buildings are large and three dimensional. Constructed of heavy cardboard. Retail **$3.00**

SPARK YOUR HOPALONG CASSIDY PROMOTION WITH THESE OTHER EXCEPTIONAL VALUES

Hopalong Cassidy Puzzles....Retail $.60 and $1.00
Hopalong Cassidy Chinese Checkers....Retail $1.00
Hopalong Cassidy Western Dominoes...Retail $1.00

Complete catalog of Milton Bradley games and toys available on request. Write for yours, today!

92 YEARS OF FUN AT ITS BEST MB MILTON BRADLEY

MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASSACHUSETTS

You can't lose with Berry Pink the Marble King!

When it comes to marbles, kids know a winner when they see one. That's why marbles by the Marble King—made in beautiful colors chosen in sampling tests by thousands of children—are the world's largest sellers.

Berry Pink and Jack Dempsey a couple of "champs" with the marbles of champions.

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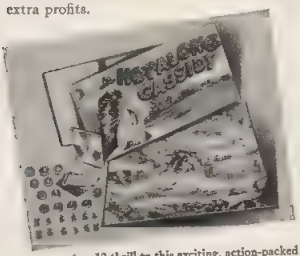

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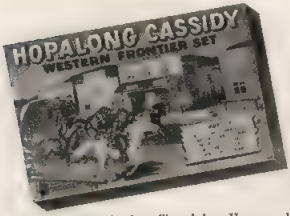

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92 YEARS OF FUN AT ITS BEST MB MILTON BRADLEY

MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASSACHUSETTS

QUALITY *at* PROMOTIONAL *Prices!*

BELLE DOLLS

A Belle DOLL

For 1952

FEATURING

WALKING DOLLS

The Latest and Best In

SARAN WIGS
NEW LATEX BABIES

See Us At The Toy Fair

HOTEL NEW YORKER ROOMS 1129-30

ANDY FLEISCHHACKER, *in Charge*

Also at our Permanent Display

ROOM 430—200 FIFTH AVE., N. Y. 10

BELLE DOLL & TOY CORP.

34 HUBERT ST. NEW YORK, N. Y.

ANY WAY YOU LOOK AT IT
Swadar
PLASTIC TOYS HAVE GENUINE
"KID APPEAL"
Don't miss the full showing of the
SWADAR line at the Toy Fair . . .
Room 745, Hotel New Yorker.
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887 RIDGEWAY AVE., AURORA, ILLINOIS

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PLASTIC COMPANY
887 RIDGEWAY AVE., AURORA, ILLINOIS

Teach tots to balance, ride safely

6. 12-IN. GARTON PARK CYCLE. Chain drive. 1¼-in steel tube frame. Wire spoke cycle wheels, barrel hubs. Rubber tires. ¾-in. adj. bar. Roller chain, sprocket, guard. Metal saddle seat. Red, White trim. 5-in. removable balancer wheels. 39x26-in. overall. See note.
K36 Y 9482E—Ship. wt 26 lb Mailable **14.98**

7. 14-IN. JR. TOY SIDEWALK BIKE. Chrysler "Oilite" bearings, riveted spokes. 1¾-in. puncture proof tires. 1¼-in. steel frame—1½-in head. ⅝-in. frame supports. Chromed bars. Big fenders. Adj. rubber saddle, coil spring. Big outrigger stabilizer — 5-in. wheels, 1x¼-in. frame. See note opposite page.
36Y9420R—Frt Exp Chgo.,Ill Wt 35 lb. **19.95**

8. 16-IN. STELBER BIKE—Ball bearing wheels, 1-pc. crank shaft. Bike pedals. Chromed handlebar, stem. Welded 1¼-in. frame. Tangent spokes, 1¾-in. puncture proof semi-pneumatic tires Rubber Troxel saddle. Forward, back action. 5½-in. trainer wheel. See note.
36Y9408R—Frt., exp. Chgo .Ill.Wt 36 lb. **24.95**

9. "CIRCLE H" BIKE. Gun case, toy rifle, saddlebags, dispatch case, streamers, rubber pedals. 1¼-in. tubular steel frame, fenders, chain guard. Adj. leather saddle. 1½-in. semi-pneumatic tires, nylon bearings. 5-in. balance wheels. Black, white trim. See note.
36Y9407R—14-in Frt , exp. Chgo. Wt. 34 lb. **27.95**
36Y3413R—16-in. Frt., exp. Chgo. Wt. 42 lb. **29.95**

Bike extras for Christmas thrills

10. BIKE SIREN—Bright plated metal.
36 Y 9546—Shipping weight 1 lb. 9 oz. **1.39**

11. 2-TONE BIKE HORN—Chromed. 9-in.
36 Y 9552—Rubber bulb. Ship. wt. 12 oz. **79c**

12. SADDLE COVER—Rubber. Molded.
36 Y 9551—Fits all sizes. Wt. 1 lb. 2 oz. **2.98**

13. WESTERN CYCLE ENSEMBLE. Bar blanket, saddle, skirt, saddle bag, streamers simulated Tan leather Red/White plastic trim
36Y9556—Fits 16, 20, 24-in. Wt. 1 lb. 12 oz **4.98**

2.59
set up

BUILD A MODEL TOWN WITH "*Block City*"

Constructive fun for would-be-architects — youngsters and oldsters alike! Work with real blueprints — build any type structure on 1/22-to-1-in. scale. Durable, colorful plastic interlocking blocks — safe, shatterproof, washable.

2.59 152 pieces

NOW! Construct model buildings or a whole city with plastic interlocking building blocks that won't topple. Glue together permanently or build with clay "mortar" for quick dismantling. Includes blocks, scaled doors, lintels, coping strips, windows, roofing, fence pieces, instructions.

354Y6076—152-Pc. Set. Ship. wt. 1 lb. 10 oz. **2.59**
354Y6077—306-Pc. Set. Ship. wt. 2 lb. 10 oz.... **4.39**
354Y6078—472-Pc. Set. Ship. wt. 3 lb. 8 oz...* **6.75**

DELUXE 836-PIECE SET WITH PLASTIC CASE for advanced junior builders, model railroad enthusiasts. 548 interlocking blocks; 140 half blocks; 8 corner windows; 12 side windows, 44 coping strips; 48 angle roofing blocks; 2 garage doors, lintels; 12 fence pieces, 4 fence gates, 4 front doors, round lintels; 4 back doors, lintels; roofing material. Instructions. Plastic case.

354 Y 6081—Wt. 7 lb. 2 oz.....836-pc. Set **12.98**

Red "Brick Town" Set at left

Build with Red plastic ½x½x1-in. long bricks, scaled accessories of molded durable White plastic Set has doors, lintels, windows, coping strips, window awnings, sidewalk pieces, stoops, railings Glue model together permanently or dismantel. Instructions

354 Y 6079—Ship wt. 4 lb 4 oz. Mail 869-pc Set **8.98**

BILL CROWDER'S
Plastic & Metal
SPINNING LURES
with "Snap-on" Weed Guards

WOBBLING WILLIE, Jr
Surface type lure Retrieve produces an amazing, wobbling, water agitating action.
Weight: 8 grams

LITTLE JERK
Sinking type lure, with spinner. Retrieve speed controls depth and movement.
Weight: 12 grams

SPIN-O-SPOON, Jr.
A terrific, new, patented spoon with spinners, "tail-tacher" hook, weed-guard and "Rubarind."
9 grams

PLASTERED MINNOW, Jr.
Under-water type. Produces life-like, injured minnow action and appearance
Weight: 10 grams

LOUD MOUTH, Jr.
Plunking type surface lure. Creates terrific noise when retrieved
Weight: 6 grams

DOE-WE-GEE, Jr.
Sinks slowly with its head down. Retrieves with an erratic, vertical action
Weight: 11½ grams

MULTI-ACTION SPOON, Jr Offset-lip produces new, better action Equipped with "Tail-tacher" hook and 5 "Rubarinds"
Weight 8 grams

LITTLE STINKY For deep fishing or trolling. Equipped with "Tail-tacher" hook and 5 "Rubarinds."
Weight: 10 grams

AT LEADING JOBBERS!
Write for Free Catalog, Prices, etc.
BILL CROWDER BAIT CO.
616 West 24th St., Norfolk, Va.

C & E Products, Seattle, Wash.
Continental Arms Corp., New York, N. Y.
Cooper & Co., Inc., L., Stamford, Conn.
Creek Chub Bait Co., Garrett, Ind.
Crowder Bait Co., Bill, Norfolk, Va.
Dotterer, Rex V., Peru, Ind.
Dunham Tackle Co., Amsterdam, N. Y.
Eger Bait Mfg. Co., Inc., Bartow, Fla.
Estes Park Tackle Co., Inc., Greeley, Colo.
Fisherman's Fly & Bait Co., Muskegon, Mich.
Flectolite Co., S. Rochester, N. Y.
Florida Fishing Tackle Mfg. Co., Inc., St. Petersburg, Fla.
Garcia & Co., Chas., New York, N. Y.
Gentner Tackle Co., Garfield, N. J.
Globe Sales & Eng. Co., Lansing, Mich.
Harvey, Jim, Div. Local Industries, Inc., Lakeville, Conn.
Hawk Fish Lure Co., Dave, Harrison, Ark.
Heddon's Sons, James, Dowagiac, Mich.
Hemper Tackle, Bloomfield, N. J.
Herschel & Fox, Inc., Brooklyn, N. Y.
Hofschneider Corp., Rochester, N. Y.
Hollow Brook Tackle Co., Peekskill, N. Y.
Homa & Son, A. G., Brooklyn, N. Y.
Hornet, Inc., Elyria, O.
Horrocks Ibbotson Co., Utica, N. Y.
House of Cutlery, Inc., New York, N. Y.
Humpy Bait Co., Algona, Ia.
Isle Royale Co., Jackson, Mich.
Johnson's Fishing Supplies, Sky, Chippewa Falls, Wis.
Jueckstock Qualitied Tackle, Glen L., Detroit, Mich.
Kautzky Mfg. Co., Fort Dodge, Ia.
Keen Bait Mfg. Co., Huntington Woods, Mich.
L & L Bait Co., Detroit, Mich.
Lur-Ali Mfg. Co., W. Springfield, Mass.
Lyford Lures, Canaan, Conn.
Manning's Tasty Shrimp Lure Co., Inc., New Orleans, La.
Martin-Pierce, Newark, N. J.
Maxwell Mfg. Co., Vancouver, Wash.
Miller Mfg. Co., San Francisco, Cal.
Moby Dick Mfg. Co., Omaha, Neb.
Mohawk Valley Bait & Tackle Shop, Amsterdam, N. Y.
Monadnock Sporting Goods, Fitzwilliam, N. H.
Naturalure Bait Co., Pasadena, Cal.
Orvis Co., Inc., Chas. F., Manchester, Vt.
Patterson Mfg. Co., Cleveland, O.
Peckinpaugh Co., E. H., Chattanooga, Tenn.
Pedersen, Ralph A., Wilton, Conn.
Pequea Works, Inc., Strasburg, Pa.

WHERE TO BUY? It's in
The Sporting Goods
TRADE DIRECTORY
CHARLES C. SPINK & SON
2018 Washington, St. Louis 3

Canadian Bait Mfg. Co., Winnipeg, Man., Can.
Canadian Baits, Inc., Minneapolis, Minn.
Cather & Son, J. T., Washington, D. C.
Century Products, Springston, Ida.
Challenge Tackle Co., Meadville, Pa.
Chicago Tackle Co., Chicago, Ill.
Chicago Tool & Stamping Co., Chicago, Ill.
Chippewa Valley Fly Co., Eau Claire, Wis.
Chippewa Valley Spinner Co., Eau Claire, Wis.
Clark Mfg. Co., Inc., C. A., Springfield, Mo.
Clark's Wobbling Baits, Greenville, O.
Cleveland Bait Mfg. Co., E. Cleveland, O.
Columbia Products Co., Columbia, S. C.
Colwell Bait Co., Muncie, Ind.
Combination Bait Co., Detroit, Mich.
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Interchangeable
Bait Casting Lures
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CASTING LURES
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THE ARNOLD TACKLE CORP.
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BILL CROWDER'S
Plastic & Metal LURES
with "Snap-on" Weed Guards
FOR BAITCASTING RODS

DOE-WE-GEE
Sinks slowly with its head down. Retrieves with an erratic, vertical action.
Weight: 13 grams

LOUD MOUTH
Plunking type surface lure. Creates terrific noise when retrieved.
Weight: 10 grams

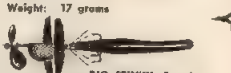
PLASTERED MINNOW
Under-water type. Produces life-like, injured minnow action
Weight: 13 grams

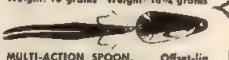
WOBBLING WILLIE
Surface type lure. Retrieve produces an amazing, wobbling action.
Weight: 10 grams

BIG JERK
Sinking type lure, with spinner. Retrieve speed controls depth, movement.
Weight: 16½ grams

FLASH MINNOW
A new type metal lure combining the action of a spoon and a plug.
Weight 17½ grams

SPIN-O-SPOON
A terrific, new, patented spoon...with spinners, "tail-tacher" hook
Weight: 17 grams


BIG STINKY. For deep fishing or trolling Equipped with "Tail-tacher" hook and 5 "Rubarinds"
Weight: 10 grams Weight: 16¼ grams


MULTI-ACTION SPOON. Offset-lip produces new, better action. Equipped with "Tail-tacher" hook and 5 "Rubarinds." Weight: 16¼ grams

AT LEADING JOBBERS!
Write for Free Catalog, Prices, etc.
BILL CROWDER BAIT CO.
616 West 24th St., Norfolk, Va.

PAUL BUNYAN

Sensational "Paul Bunyan 66" Lures, Flash Eye Spoons, Spinning Lures, Popping Bugs, DeLuxe Flies, Stainless Steel and Nylon Leaders, Nylon Leader Material, Sinkers, Rods, Reels, Line, Floats, Scalers, Pork Rind, Salmon Eggs, Preserved Bait.

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Paul Bunyan Bait Company

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Detroit Tackle Co., Inc., Rochester, N. Y.
DeWitt Div., Bill, Auburn, N. Y.
Dick & Burt's Lures, Canastota, N. Y.
Dillon-Beck Mfg. Co., Hillside, N. J.
Dittmar Co., Geo. M., Buffalo, N. Y.
Dixie Bait & Mfg. Co., Houston, Tex.
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LURES THAT *CHALLENGE* GAME FISH

SALT AND FRESH WATER

ADJUSTABLE WING LURE
Sensational — A Sure Fire Killer! Can be used as surface bait—deep-running lure or spinner. Adjustable wings give desired action.

THE SPINNER SPOON
Two Lures In One for bass, pike, lake trout or muskies. Designed to get action in varied water conditions. Spoon is wobbler of variegated color, while spinner set in body of spoon is a flash.

OFF SIDE VANE
Invisible in water. For trolling off shore line or along tricky weed bed without grounding boat or fouling propeller. Keeps lure 25 feet to side of boat and 6-10 feet head of prop wash.

CHALLENGE TACKLE, INC., 228 ARCH STREET, MEADVILLE, PA.

See Page 589 for Complete Address of Firms

"BIG GRIPPER"

Less Work
More Enjoyment
Satisfaction Guaranteed

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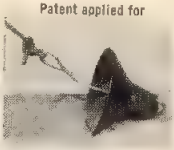

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The Anchor That Digs In and Holds
List Price $3.25

Enthusiastic acceptance at Milwaukee Sports Show! BIG GRIPPER sales now breaking all records. Selling helps include display boxes, window banners, pamphlets. A profitable item! **For boats up to 20 feet in length.**

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DANFORTH ANCHORS

Best holding . . easiest handling . . all sizes. 2½ lb. size held 760 lbs. in service tests!

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Minnetonka Sales Co., Wayzata, Minn.
Murray Mfg. Co., D. J., Wausau, Wis.
Northill Co., Inc., Los Angeles, Cal.
Parsons-Merritt Co., Van Dyke, Mich.
Phoenix Plating & Mfg. Co., Grand Rapids, Mich.
Polenz, Paul W., La Jolla, Cal.
Princell Enterprises, Minneapolis, Minn.
Rice Co., D. E., South Bend, Ind.
Stokes Marine Supply Co., Coldwater, Mich
Thompson Anchors, Amite, La.
Tyler Specialty Co., Tyler, Tex.
Universal Traders, Canton, Ill.
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Leather and Knit Sportswear since 1880 by RIPON

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DON'T MISS BOZO PRODUCTS' BIG SURPRISE AT THE TOY FAIR
ROOM 634
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'THE CAPITOL CLOWN'

Since the Model "T" era, Buddy 'L' has been using the same steel as in automobile bodies. Today, because of their durability and modern design, Buddy 'L' is recognized as . . . "America's Finest Playthings".

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STILL MORE TRUCKS

FARM SUPPLIES DUMP TRUCK

Automatic spring lift, safety lock, end gate opens automatically. Steel with rubber tires. 22½" x 5¾" x 11¾". One in carton.

No. 54945 — Mfr. No. 634
BUDDY "L" SALES CO

Dealer price	X22-60 K
Suggested Retail Price	$3 95 ea.
Inv.	Pur.

TRUCK AND STEAM SHOVEL

Aluminum and steel truck with loading skid, winch and steel chain 21½" x 6¾" x 6¼" Rubber tires. Packed individually

No. 54948★—Mfr. No. 402
STRUCTO MFG. CO.

Dealer Price	S74-33 J
Suggested Retail Price	$6.49 ea.
Inv	Pur.

UTILITY TRUCK

Travel bucket raised by crank, top opens automatically. Truck dumps. Aluminum and steel. Rubber tires. 21½" long, 6½" wide, 7⅜" high. Packed individually.

No. 54954★—Mfr. No. 500
STRUCTO MFG. CO.

Dealer Price	H33-32 S
Suggested Retail Price	$4 95 ea.
Inv.	Pur.

HAULER AND STAKE TRAILER

Trailer body made of heavy steel. Authentic details on both parts. Has rubber dual tires. Simple coupling device. 27¼" long, 6½" wide, 6¾" high. One in carton.

No. 54962—Mfr. No. 3658
LOUIS MARX AND COMPANY

Dealer Price	C45-20 N
Suggested Retail Price	$7 95 ea.
Inv.	Pur.

LARGE HAULER AND TRAILER VAN

Sturdy cab made of heavy wall plastic with steel chassis. Van trailer made of ribbed steel. Has 2 doors that open at side and rear. Swinging dolly wheels All wheels have die-cast hubs and rubber tires. Has spare tire. Measures 27¼" long overall, 6½" wide, 9⅜" high. Packed one per carton.

No. 54963—Mfr. No. 3652
LOUIS MARX AND COMPANY

Dealer Price	H85-85 W
Suggested Retail Price	$8.95 ea.
Inv.	Pur.

TRANSPORTS—TRUCKS, ETC.

AUTO TRANSPORT

Red plastic cab and trailer. Cab lifts off to show engine. Includes 4 plastic cars and ramp. Cars are 4" long, 13½" long overall. Twelve per carton.

No. 54968★— Mfr. No. 353
HUBLEY MANUFACTURING CO.

Dealer Price ..... E71-10 S
Suggested Retail Price ..... $1.69 ea.
Inv. ..... **Pur**

AUTO TRANSPORT

Double deck auto carrier with 4 Tootsietoy cars. Steel carrier, rubber wheels. Overall length 9¾". 6 dozen per carton.

No. 54970 — Mfr. No. 207
DOWST MANUFACTURING CO.

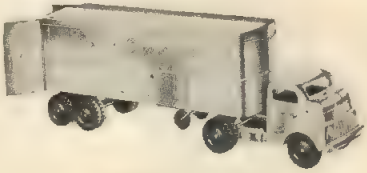
Dealer Price ..... W3-65 U
Suggested Retail Price ..... $ .98 ea.
Inv. ..... **Pur** .....

AUTO TRANSPORT

Heavy gauge steel trailer with double deck loading rails and trailer support. Metal cab and two small autos included. Dozen per carton.

No. 54971—Mfr. No. 842
LOUIS MARX AND COMPANY

Dealer Price ..... C51-63 R
Suggested Retail Price ..... $2.49 ea.
Inv ..... **Pur** .....



TRANSPORT TRAILER

Aluminum cab, steel body, rubber wheels. Trailer has retractable support floating tandem duals. Rear doors open 21⅜" x 5⅝" x 7⅜". Packed individually.

No. 54979★—Mfr. No. 700
STRUCTO MFG. CO

Dealer Price ..... F23-97 Y
Suggested Retail Price ..... $5.95 ea.
Inv. ..... **Pur.** .....

BAGGAGE RIDER TRUCK

A truck that a child can ride. Has metal removable seat and steering bar. Hand cranked tail gate automatically loads truck. Rubber tires, all metal construction. 28" long, 10½" wide, 6½" high. One in carton.

No. 54980 — Mfr. No. 819
BUDDY "L" SALES CO.

Dealer Price ..... R34-55 F
Suggested Retail Price ..... $6.95 ea.
Inv. ..... **Pur.** .....

RIDER FIRE TRUCK

Swivel extension ladder can be raised to any height. Hand cranked siren. 32½" long, 9" wide, 8½" high. Seat is removable. Handle on hood turns wheels. One in carton.

No. 54982 — Mfr. No. 811
BUDDY "L" SALES CO.

Dealer Price ..... D65-84 V
Suggested Retail Price ..... $8.95 ea.
Inv ..... **Pur** .....

TARGETEER PISTOL

A handy blue steel pistol made to shoot targeteer shot. Attractively packaged in sturdy corrugated carton which includes metal spinning targets, 400 rounds tiny B-B ammunition and a carton backstop. Retail $3.50. Shpg. wt. 3½ lbs. (Mfrs. 118.)

N2074—Each **$2.34**

DAISY TARGET OUTFIT

A new chrome plated steel pistol designed for safe, accurate shooting at short range. The target is a complete outfit including gun, plastic gallery and spinning targets, 500 rounds tiny B-B ammunition with a shooting gallery holding target. Shot in gallery is equipped to hold pistol and legs of gallery holds shot cans. All packed in strong corrugated carton or mailing. Retail price $6.50. Shpg wt. 2 lbs. (Mfrs. 836.)

C2017—Each **$3.67**

DAISY TARGETEER SHOT

Specially prepared shot for the chrome Targeteer pistol in Daisy 250 Targette set. Also used in blued steel Targette Pistol packed in number 118 outfit. Put up in tubes, 50 in case. Shpg. wt. 5½ lbs. (Mfrs. 118-S.)

N2076—Per Case **$6.65**

SINGLE SHOT CAP GUN

A rapid seller! Low priced all die cast white metal, made with expert skill and design. Repeater action trigger, long lasting spring. Shoots Kilgore perforated shot caps. 3x5¼ in. overall size. 1 doz. in box. Shpg. wt. dozen, 4½ lbs.

N2764—Dozen **$2.90**

"BUFFALO BILL" REPEATER

Shoots 50-shot roll caps. Silver colored metal with plastic grips having embossed "Buffalo Bill" bust and simulated jewel inset. Length 8 inches. Side slides up for insertion of caps individually boxed Shpg. wt. dozen, 16 lbs.

N2754—Each ..... **60c** Dozen **$6.25**

DAISY B-B GUNS

RED RIDER CARBINE

Looks like a real western carbine, 36 inches long, made of blued steel, has 1000 shot capacity on one load. Has leather thong and carbine ring. Walnut finish pistol grip stock. Embossed with the famous Red Rider signature, packed with targets, badge and shot. Each in mailing carton. Shpg. wt. 3½ lbs. Retail $5.75. (Mfrs. 111.)

C2015—Each **$3.83**

PUMP GUN

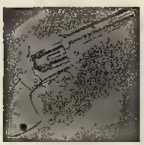
One bolt action, take down model, blued finish with adjustable rear sights. Length 37 inches, embossed jacket, Walnut finished stock. Forend feed 50 shot repeater. Retail $8.00. (Mfrs. 35.)

C6235—Each **$5.34**

BIG 5c PACKAGE

Daisy B-B shot put up in giant pouches to retail at 5c. New flat transparent package mounted in rows, 100 pouches in shipping carton weighing 14½ lbs. Retail price per carton $5.00. (Mfrs. 700.)

C6227—Per Carton **$3.25**



SHERIFF 50-SHOT CAP GUN

Retails **$1.00**

Bright silver color finish, scroll embossed with jeweled plastic grips. Thumb tip break action for inserting roll caps. Big 8¼ inch length. Each in box. Shpg. wt. doz., 10 lbs.

N2736—Each ..... **70c** Dozen **$8.00**

CLOSEOUT

DAISY "SQUIRT-O-MATIC"

Black gun metal repeating water gun that makes loud popping noise as trigger is pulled. Fills by pulling plunger at rear. Will shoot stream about 25 feet. Length 8¾ inches. Each in box. Shpg. wt. dozen, 4 lbs.

N2624—Each ..... **35c** Dozen **$3.50**

1000-SHOT REPEATER

A DAISY special to retail at $5.00. Full size lever action repeater. Blued barrel. Selected wood stock. Each in box. Shpg wt. 3 lbs. (Mfrs. 165.)

N2782—Each **$3.33**

NEW DEFENDER

Retails $8.00. Blued steel barrel with molded plastic forearm and stock. Secret pocket in stock. Lever action repeater. Open and peep sights adjustable for windage and elevation. Brown canvas sling. Shpg. wt. 3½ lbs. (Mfrs. 141.)

N2793—Each **$5.34**

SQUIRT PISTOLS

4½-INCH LENGTH—Rubber bulb shaped to fit in palm of hand is fitted to a miniature metal pistol barrel. Squeeze bulb and shoot a fine stream of water. Packed 3 dozen in box. Shpg. wt. dozen, 10 oz. (Mfrs. 104.)

N195—Dozen ..... **40c** Gross **$4.50**

"SQUIRT" 150-SHOT WATER PISTOL

Model of colorful, lightweight, durable plastic, all parts of non-rust materials. Extra large water reservoir. The Kilgore developed plastic and leather piston pump increases life of gun. Overall size 3¼x2¼ in. Embossed decorations. Individually boxed. Retails 49c. (Mfrs. 200.)

N2774—Shpg. wt. doz. 3 lbs. Each **35c** Dozen **$3.80**

WESTERN STYLE WATER PISTOL

Polystyrene plastic in bright transparent colors, elaborately engraved. Large water reservoir filled by pulling back hammer which serves as a water tight seal.

Squirts repeatedly for a long time as trigger is pulled. Cylinder type pump, stainless steel shock valves and brass nozzle. Nozzle removable for cleaning. Length, 8 in. Shpg. wt. dozen, 3 lbs. (Mfrs. 209.)

N2756—Each ..... **45c** Dozen **$4.65**

LINEMAN *ACTUALLY* CLIMBS UP and DOWN POLE!

EXCITING NEW Volume SALES Producers

B LINE TOYS

Authentic scale models in sturdy colorful plastic . . . Now 15 fast moving items with BIG PROFITS assured . . . year-around appeal

19¢ to 1.49

#220 TELEPHONE LINE TRUCK

Hot Action Item: 5 pcs.-Scale model line truck, wire spool trailer, extension ladders, telephone pole, and lineman who climbs. Overall length 12¾".

#1215 TRACTOR TRANSPORT

Another New Toy. 3 pcs.-Truck, tractor and trailer. Overall length 12½".

#400 ARMORED CAR

Overall length 5¾".

#129 SPECIAL SERVICE DUMP TRUCK

Overall length 7½".

. . . . . and 11 more fast sellers

#50	Kiddie Freezer	#200	Dual Wheeled Automatic Dump Truck
#100	Plastic Dump Truck	#210	Truck Clam Shovel
#119	Jalopy	#250	Load Lift Dump Truck
#120	Army Dump Truck	#300	Plastic and Metal Tow Truck
#150	Load Lift Caterpillar Tractor	#310	Army Tow Truck

#3114 Retriever Unit

See full line displayed at our booth, Toy Fair Exhibit Room 552, Hotel New Yorker

Each item boxed in colorful litho display box. Send for our four-color catalog showing complete line of toys, and prices.

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IDEAL GIFTS FOR YOUNGSTERS
ACCURATE—DEPENDABLE—COLORFUL

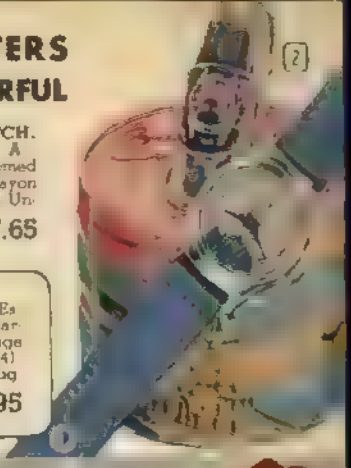
1

1 "SNOW WHITE" WATCH Dependable accuracy "Magic Mirror" gift box Chromed case; stainless steel back; rayon band. Easy-to-read dial Unbreakable crystal.
V54 J 1300 Postpaid .. 7.65

2 "CINDERELLA" WATCH. Young ladies' favorite. Accurate dependable. Chromed top, stainless steel back rayon band, plastic snapper case Unbreakable crystal.
V54 J 1430. Postpaid 7.65

Only **1.95**

EXPANSION BAND Especially styled for all character watches on this page except Gene Autry (4) Stainless steel ½ in lug Tax free
54 J 935. (4 oz.) 1.95



2

Saddle Gift Box

3

4

5

3 "HOPALONG CASSIDY" WATCH Popular gift for boys An accurate, dependable timepiece rugged too Shock resistant chromed case with stainless steel back Leather strap Texas-style buckle and tip Unbreakable crystal "Western saddle" gift box.
V54 J 1431 Postpaid . 7.65

WALLET simulated leather Secret pocket
54 J 2678 Lucky Coin Postpaid 1.20

4 AUTOGRAPHED "GENE AUTRY" WATCH Dependable, accurate wristwatch for boys A perfect gift built to last Fine jewel movement with pistol second hand Chrome plated case with stainless steel back Genuine leather band Luminous hands—visible in dark.
V54 J 1427 Shipping weight 9 oz 6.95

WALLET 3-side zipper; simulated leather
54 J 2679 Pass case (5 oz.) 1.20

5 "MICKEY MOUSE" WATCH Here's the favorite character of every boy and girl A perfect thrilling present Colorful Mickey tells time with his hands—accurate, dependable. Shock-resistant chromed case with stainless steel back Washable red vinylite strap Attractive 4-color gift box.
V54 J 1428 Postpaid . .7.65

NEW FASHION TREND! COLORFUL STYLES FOR EVERY OCCASION, EVERY DRESS

*Smart Modern Styling *Ideal Christmas Gifts *Outstanding Low Prices

6

Available in Red, Green or Navy Blue

6 WALLET & KEY CASE SET. Newest fashion. Beautiful—convenient! Floral design wallet has removable pass case, coin pocket Zipper 6-hook key case. Rayon-finish plastic, feels like fabric Red, Green Navy Blue.
54 J 2682 State color (7 oz.) 1.18

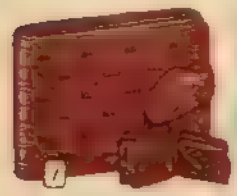
(9) to (11) STYLED BY LILY DACHE in Red, Rose, Navy Blue, Turquoise or Copper Tone

12

YOUR CHOICE 1.18 each

13

Available in Red, Green, Navy Blue



7

8

Available in Green, Red, Navy Blue or Yellow

7 8 GIFT SPECIAL. Fabric-like plastic. Removable pass case, change purse
7 CORDE TYPE FINISH Rich texture
54 J 2683 State color (5 oz.) 69¢
8.—RIB-WEAVE FINISH Popular style.
54 J 2684 State color (5 oz.) 69¢

LADIES' WALLETS STYLED IN SMART COLORS FOR EVERY OCCASION

Exquisitely styled—variety of fashionable colors to harmonize with every dress, suit and occasion Heat sealed plastic Gusset change purse, 4-window pass case.

9 10 11 Red, Rose, Navy Blue, Turquoise or Copper tone
9.—ROSEBUD CORDE' Cloth-like finish
54 J 2685. State color. (5 oz.) 1.18
10.—RICH BEADED FINISH. Convenient removable pass case
54 J 2686 State color (5 oz.) 1.18
11 BASKET WEAVE FINISH Removable pass case and purse match exterior
54 J 2687 State color (5 oz.) 1.18

12 13 Striking colors—state choice of Red Green or Blue
12 FLEUR DE LIS DESIGN 3-side zipper rayon-like finish Handlaced edges. Removable pass case matches exterior.
54 J 2688. State color (5 oz.).....1.18
13. EXTERIOR CHANGE PURSE Smart modern styling gay convenient Solid color exterior with floral design inside
54 J 2689 State color (5 oz.) 1.18

ALL PRICES EXC. 54 J 935 INCLUDE FED. EX. TAX

For Good Little Girls

Toy Sets (1) thru (13) shown at left

(1) 7-PC. CLEANING SET. Stand right for Mom's favorite assistant. Includes 21-in. metal sweeper, 24-in. broom, dust pan, hand duster, plastic apron and wire holder that fastens to door, keeps cleaning tools neat and orderly.
R35 J 6015. (4 lbs.)... **1.98**

(2) 28-PC. BAKING SET. Everything she needs to bake cookies, cakes, etc.! Real recipe-book with small-portion recipes. Breadboard clips to table. Canisters, rolling pin, mixing bowl, baking tins, other utensils as pictured. Even an apron included.
35 J 6054. (1 lb. 11 oz.)..... **1.59**

(3) 33-PC. PLASTIC DISH SET. Perfect equipment for her own "dinner parties". Large 6-inch diameter plates, other pieces in proportion. Lightweight, durable plastic in gay fiesta colors.
35 J 6078. (1 lb. 13 oz.) . **2.59**

(4) STEWARDESS SET — replica of those used by United Airlines. All plastic serving set, cardboard cap with pin, menu, flight pamphlet, luggage sticker. Tray measures 12x6½ in., other pieces in proportion.
R35 J 6079. (4 lbs.) **1.79**

SETS TO ENCOURAGE HER CREATIVE ABILITY!

(5) CANISTER SET. Lithographed metal cans, bread box. Cookie cutters, plastic spoons, wood rolling pin, cardboard "play" packages. Large 3-in. diameter canister; bread box is 4½ inches long.
35 J 6067. (1 lb. 2 oz.)..... **83¢**

(6) PLASTIC MAKE-UP KIT. Like Mommy's! Shoulder bag style with "make believe" cosmetics, "play" note pad and pencil, key case and keys, compact, ear-rings and real coin purse. Plastic.
35 J 5919. (1 lb. 5 oz.) ... **89¢**

(7) 3 DOLLS; "ROUND-ABOUT" dresses—designed so they stand out in full party fashion! 10-in. tall wood dolls on metal stands. Complete wardrobe: 27 paper dresses in assorted styles, colors.
35 J 5930. (1 lb. 9 oz.) **1.79**

(8) JEWELRY-MAKING SET. She'll love making her own rings, ear-rings, necklaces, charm bracelets, other pieces. Plenty of equipment—54 plastic charms and sparkling stones, 4 ft. of gold-color chain, thread, pliers, instructions.
35 J 6077. (1 lb. 6 oz.)..... **2.44**

(9) CLAY-ART MODELING SET. Kids love modeling animals and toys. 2 lbs. clay, 3 bags colored seashells, plastic bowls, metal pan, cardboard frames, directions.
35 J 6083. (3 lbs. 12 oz.) **1.57**

(10) LEATHERCRAFT KIT. She'll enjoy making her very own lapel pins, bracelets, belts, necklaces as well as countless gifts for the family. Includes 18 pre-cut leather pieces shaped like dogs, cats, elephants, butterflies, bells, hearts; plastic lacing in 2 colors; 2 pins, and an illustrated instruction booklet. Makes a welcome gift!
35 J 5929. Shpg. wt. 12 oz. ... **89¢**

(11) DELUXE SEWING SET. Makes any little girl want to sew! Set includes 7½-inch plastic doll, with movable arms and a pretty mohair wig. 7 cutout doll dresses, bonnet, stamped luncheon cloth and napkins, thread, plastic scissors, thimble, needles. Carrying case of cardboard for storage.
35 J 6027. (1 lb. 15 oz.) **1.79**

(12) PICTURE-ART SET. Great fun to decorate these attractive 5x7-in. pictures with flashing sequins and beads! She'll create a work of art simply by stitching them to stamped outlines on fabric. Two reversible metal frames hold 4 pictures. Sequins, beads, needle, thread and instructions.
35 J 5931. (1 lb. 6 oz.) **1.79**

(13) STITCH-A-PICTURE SET. She'll be so proud of the pictures she stitched herself! Easy to do—six 5x7-in. cloth pictures are stamped in color to guide her choice of thread colors. In plastic frames, ready to hang. Thread, needle, thimble included.
35 J 5932. (1 lb. 6 oz.).....**1.79**

Toys (14) thru (21) shown at right

(14) METAL KITCHEN OUTFIT. Complete washday set includes Refrigerator with 2 ice cube trays, "pretend" food; sink with running water (tank in back); stove with 6 utensils. Washday set: tub, wringer, clothesline, clothespins. Malleable.
Complete Kitchen Set
R35 J 5927. Sh. wt. 14 lbs. **5.98**
Stove only 11x6½x12 in. high
35 J 5908. (4 lbs. 3 oz.) . . **.98**
Sink only 12x6½x10 in. high
35 J 5910. (4 lbs. 2 oz.). . . **.98**
Refrigerator only 8x5½x13 in. high
35 J 5909. (3 lbs. 11 oz.) . **.98**

(15) "DOLL-E-DO-DISH" SET. Just right for doing doll's dishes. Miniature sizes of Brillo, Ajax, Vel. 8¼-in. enameled dishpan; other items in proportion.
R35 J 5933. (4 lbs.) **1.79**

(16) 6-PC. LAUNDRY SET. For doll's clothes. Agitator washer with adjustable wringer 9½ in. high, other pieces in proportion.
R35 J 5912. (7 lbs.) **3.69**

(17) WASHING MACHINE. Really works. See clothes through transparent lid. Agitator; adjustable wringer. 8½x12 in. high.
35 J 5915. (3 lbs. 3 oz.).. **1.98**

(18) STEEL IRONING BOARD. Sturdy construction. Self-locking legs—red enameled. 27x8x22 in. high.
R35 J 5905. (5 lbs.). **1.98**

(19) ELECTRIC IRON. Safe heat for all but tiny tots—just right for very light ironing. Fine for dolly's clothes or to help Mother with Dad's hankies. Bright enamel top, 6½-in. steel base, plastic handle. 110-120 volts, 60 cycle AC-DC. U.L. approved.
35 J 6029. **1.79**

(20) BEGINNERS' SEWING MACHINE. Sews chain stitch, fine for making dolly's clothes. Sits firmly on any flat surface, will not slide. Hand operated; presser foot holds material. All steel with red baked-on enamel finish. Measures 8x4½x7 inches high. Thread, instructions included.
35 J 6014. (2 lbs. 1 oz.)..... **2.79**

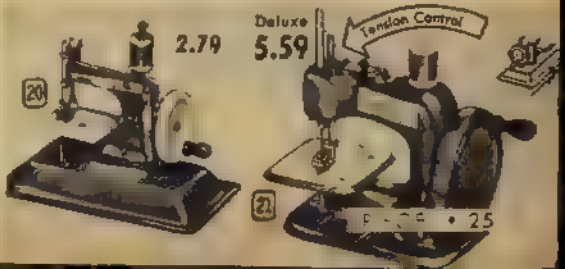
(21) OUR DELUXE SEWING MACHINE
• Sews a neat, even chain stitch
• Tension adjusts for fabric thickness
She'll soon be sewing a fine seam with this easy-to-operate machine. Deluxe in appearance and performance. Clamps firmly to table—clamp incl. Heavy gauge blue enameled steel. 8x4x7 in. high. Instructions, needle, thread.
35 J 6064. (2 lbs. 4 oz.).....**5.59**

(14) KITCHEN SET **5.98** Stove, Refrigerator, Sink 1.98 ea.

(15) 'DOLL-E-DO-DISH' DISHWASHING SET **1.79**

(16) HER OWN COMPLETE 6-pc. LAUNDRY SET **3.69**

(17) MODERN WASHER **1.98** (18) STEEL BOARD **1.98**



1

Big 42-Pc. Set
1.98

2

Soda Fountain Set
1.98

NEW! DESSERT SET **1.79**

Economy Tea Set **95¢**

3

4

Make-Up Kit
89¢

5

Jewelry Set
1.49

6

6-Pc. Dresser Set
1.98

7

8 "Gold" Pcs.
8 "Silver" Pcs.
Set **1.49**

8

Sea Shell Kit
3.69

9

10

Set **1.89**

High Heel Set
98¢

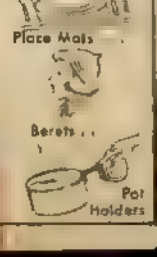
11

Tie Set
3.69

12

Mechanical Knitter
1.29

13



Dolls Bring Them To Cain-Sloan's Toy Department

By GENE S. TEAGUE

In July, when many toy departments gathered dust, the Cain-Sloan toy department of Nashville, Tennessee, was swarming with customers from all over the state and from other parts of the country.

What brought the youngsters in from the swimming pools and camps and the oldsters out in the heat? It was Cain-Sloan's second doll contest, an event which has now become an annual promotion at the store. And it brought in thousands of customers in both 1950 and 1951, customers who continue, for the most part, to visit the store.

One ten-by-three-inch column newspaper advertisement, several spot radio announcements, and the "True to Life" methods of Mrs Mary Lesueur, infants' wear and toy buyer for Cain-Sloan, have made it a success.

The advertisement Mrs. Lesueur ran in the paper showed an antique doll and simply said, "Bring in your doll and have it entered in the Doll Contest. No entry blank is needed, but be sure to tag your doll with your name, address, and the doll's age. Contest opens ———— and closes ————. All dolls will be shown in a glass case in our infants' wear and toy department. Dolls will be judged on age only." To stimulate interest, Mrs. Lesueur put in a window showing her own dolls, some of which are several hundred years old.

The results astounded her. Doll collectors from as far away as Oklahoma came to see the window, traffic was stalled by crowds in front of the window, and entries and customers poured in. The window display had to be left in two weeks, though Mrs. Lasueur thinks that ordinarily one week is enough. The contest lasted for three weeks.

The judges were local doll collectors who awarded prizes in three categories: oldest girl doll, oldest baby doll, and oldest lady doll. Mrs. Lasueur says, however, that experience has taught her that next time awards should be made on the oldest doll in each type of material from which it is made. Merchandise certificates in the amount of $10 were the prizes.

To understand how the doll contest is so successfully carried out, it is necessary to know how Mrs. Lesueur buys for and manages her toy department.

Basing her methods on the sound principle of child psychology which recognizes the inherent father and mother instinct in children, she bases her toy buying around her dolls, but not just any doll. Her dolls must have play value, have character, and be in proper proportion to real children. Arms too short, head too big—these are not good dolls, Mrs. Lasueur has found.

Next, she builds her other toy selections around the same homemaking instincts. Beds, chests of drawers, cradles, clothing, all must be well made, durable, and diminutive replicas of life-sized furniture and clothing.

Salesgirls must sell as though handling the real product, too. One of Mrs Lesueur's "True to Life" salesladies never picks a doll up by its arm and hands it to a child. She gently gathers it up as she would a real child, cuddles it, and places it in the customer's arms as she would a real baby.

Furniture is sold in terms of style, durability, and matching items just as real furniture is sold. Small sterling silver table silver is talked about in terms of a service for six, or four, etc.

The Cain-Sloan toy department is small and is integrated with the infants' wear department. This serves two purposes: it has the clothing for large, life-size dolls right at hand; it brings the mothers and children in to see the toys and remain to buy clothing for the children, or in to buy clothing and stop to buy a toy as an afterthought.

No discussion of the department can get away from dolls, however, for it was Mrs. Lesueur's interest in them which led to the creation of a toy department for the store at all. Cain-Sloan used not to carry toys at all until Mrs. Lesueur got them to try dolls. Her success with those led to other toys.

HIGHBALLING to the TOY FAIR!

WITH A NEW LINE OF

AMERICAN MODEL TRAINS

Introducing: A.A.R. SCALE SIZE BOX CARS
"HO" GAUGE PASSENGER CARS

A.A.R. Scale Size Box Cars.
"O" gauge, authentic details, in colors of such famous freights as New York Central's Pacemaker, the B & O Sentinel, and the Pennsylvania's Merchandise Car, with exclusive automatic, knuckle-type couplers.*

"HO" Gauge Passenger Cars.
Smaller counterparts of American Model's well known "O" gauge "Streamliners," made of extruded aluminum and high pressure die castings. NO WOOD! This line is complete ready to run "HO". Choice of dummy or automatic couplers.

"O" Gauge "Streamliners".
Our exhibit would not be complete without a showing of our popular "Streamliners," built of extruded aluminum. These are realistic models of the Santa Fe's Super Chief, the New York Central's 20th Century, the Southern Railroad's Crescent Limited, and the Pennsy's Broadway Limited.

**Optional Equipment on "Streamliners." Pat. Applied For.*

See Our Exhibit ROOM 522 HOTEL NEW YORKER

Representatives
COLE ASSOCIATES (Detroit) Mich., Ill., Ind., Ohio, Wis., W. Va.
GRAMAPHONE ENTERPRISES (Dallas) Texas, Okla., Louisiana
WILFRID GRAHAM (Philadelphia) New York City, Pa., So. N. J.
JERRY RHODES (Philadelphia) New York City, New England, No. N. J., Va., Del., D. C., Md.
ALLIED SALES CO. (Atlanta) No. and So. Carolina, Ga., Fla., Miss., Ala., Tenn.

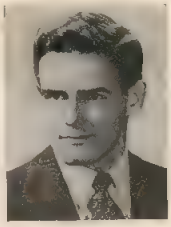
AMERICAN MODEL TOYS
INCORPORATED

AUBURN, INDIANA, U. S. A.

APPOINTED TO BUYER

Richard C. Bond, executive vice-president and general merchandise manager of John Wanamaker, Philadelphia, has announced the appointment of Robert D. Harrison as toy buyer effective January 15th. Mr Harrison succeeds Myron Menschel, toy buyer in the Philadelphia Store for three years, who has been appointed one of the home furnishings merchandise managers in the New York store

Mr. Harrison joined Wanamaker's in 1949 as staff assistant to President John E. Raasch, devoting time to special projects and the development of Wilmington store plans. During the Christmas season of 1949, Mr. Harrison served in



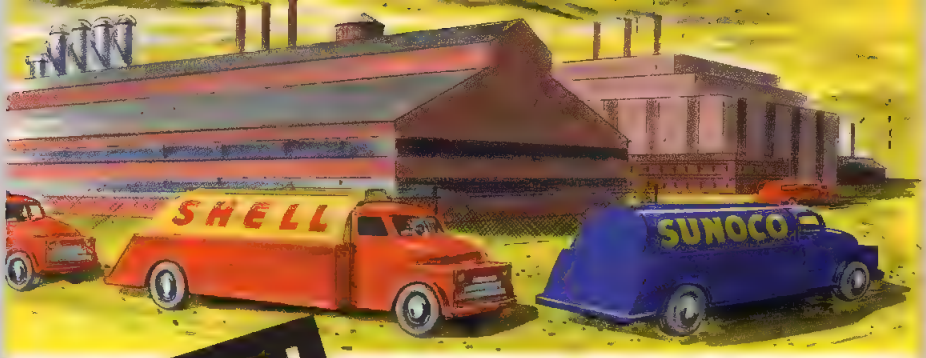
Robert D. Harrison

the toy department, returning to Mr. Raasch's staff until July 1, 1950, when he was made assistant buyer in the newly created kitchenwares department

He was born in Des Moines, Iowa, on May 17, 1923, the son of Mr. and Mrs. Roland Tip Harrison. Graduating from Roosevelt High in January, 1941, Mr. Harrison went on to attend Harvard University, where he majored in engineering and graduated cum laude, in March, 1944. At Harvard he was a member of the N C Club, the Engineering Club, and the swimming team

Mr. Harrison spent two years in the U. S. Navy as a Lieutenant junior grade on a destroyer escort vessel. Leaving the service, he entered the Harvard Graduate School of Business Administration to study marketing and was graduated with distinction in June, 1948. At this time he was married to the former Evelyn Berkley of Norfolk, Virginia.

Before joining Wanamaker's, Mr Harrison served as a research assistant to Malcolm P. McNair, who holds the Filene Chair of Retailing at the Harvard Graduate School of Business Administration. During this time he worked on case research on department store operation.



Brand New!

¼" SCALE

AUTHENTIC IN COLOR AND GENERAL DESIGN

Tank Trucks and Vans

Made of Sturdy, Durable, Smart-Looking Zinc Alloy
Nationally-Known Brand Names and Color Combinations
in the* CAM-CAST *Line

Here's the most terrific play value to hit the market in years . . . The Cam-Cast Line of Tank Trucks and Vans, built to ¼" scale and carrying the names and color combinations of nationally-famous oil companies and food companies. Made of sturdy, durable and attractive zinc alloy, The Cam-Cast Line is a sure bet to start you off with an avalanche of initial sales and guarantee you repeat orders. And The Cam-Cast Line is priced to make you a real profit! See our display at the Toy Fair or write direct for full details.

See Our Display at the Toy Fair, March 10-19, Room 617, Hotel New Yorker.
Sales Representative: Albert C. Bissell, 4024 Elston Ave., Chicago 18, Ill., Telephone Juniper 8-3700.

The CAM-CAST Line made by

CAMPBELL CASTING COMPANY

EDGERTON, OHIO

facturers of Miniature Motor Vehicles for Premiums, Convention Pieces, and Give-Aways and for Toy and Hobby Shop Sales.

See Reverse Side ➡

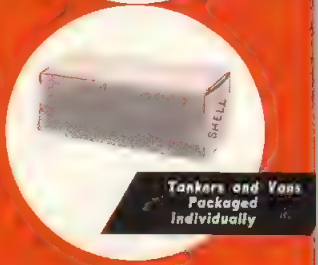
SMART COUNTER DISPLAYS...

Sell the Cam-Cast Line

OF ¼" TANK TRUCKS AND VANS

6-Unit Display Cartons

18-Unit Special Deal
4-Unit Display Box
12-Unit Extra Stock



Tankers and Vans Packaged Individually

Attractive counter displays sell The Cam-Cast Line of Tank Trucks and Vans on sight! A natural for model railroaders and collectors, too. Give them a play in your toy department and watch results. An all-year seller that adds color and zest to your toy displays. Shipped in the 6-Unit Display Box and the 12-Unit Extra Stock. Shipping weight, 18-Unit Package of Tanks, approximately 5 lbs.; Vans, approximately 6 lbs. Trucks and Vans packaged individually. See our display at the Toy Fair or write direct for full details.

See Our Display at the Toy Fair, March 10-19, Room 617, Hotel New Yorker.

Sales Representative: Albert C. Bissell, 4024 Elston Ave., Chicago 18, Ill., Telephone Juniper 8-3700

The **CAM-CAST** Line made by

CAMPBELL CASTING COMPANY

EDGERTON, OHIO

Manufacturers of Miniature Motor Vehicles for Premiums, Convention Pieces, and Give-Aways and for Toy and Hobby Shop

See Reverse Side

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SELDOM EQUALLED

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NEVER EXCELLED

CARNELL ROUNDUP

SETS THE PACE IN STYLING AND VALUE

At The Toy Fair...
VISIT OUR ONLY DISPLAY
in our
Permanent Showroom
Room 324
200 Fifth Ave., N.Y.C.

Genuine
LEATHER HOLSTER and PISTOL SETS

As Low as
$1.98 Retail
Natural Bark Tan Leather Holster in cowhide finish, complete with large roll cap pistol.

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IN '52

NO WRONG NUMBERS IF THEY'RE "HILL" TOYS

See them at the

TOY FAIR

•

N. N. HILL BRASS CO.

200 FIFTH AVENUE, NEW YORK

ROOM 463 PHONE: OR. 5-4595

Factory: East Hampton, Connecticut

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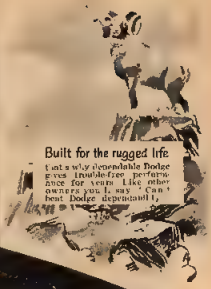
THE STANDARD TOY AGENCIES 718 MISSION ST. SAN FRANCISCO, CALIF.

Smooth as a millpond...

that's the way you glide along with Dodge. Orifice Hole. Blindfold tests proved roughest roads feel [illegible] way-smooth! No other ride like it!

Visibility unlimited...

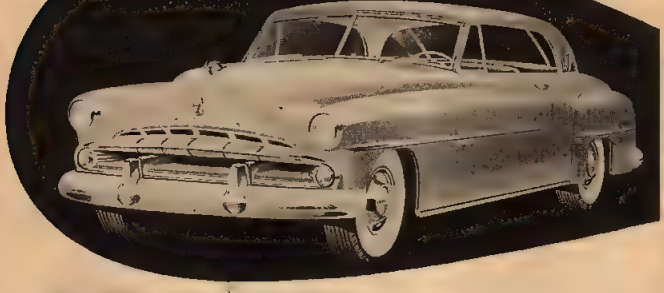
in every direction! Hand-scape windshield, narrow corner posts, eye-level side windows, tremendous rear window make driving safer



Built for the rugged life

that's why dependable Dodge gives trouble-free performance for years. Like other owners you'll say "Can't beat Dodge dependability."

Again it's true for '52



If you love to live in luxury

there are rich decorator interiors . . . long low lines. Truly limousine luxury for just a few dollars more than the lowest priced cars.

You could still pay hundreds of dollars more for a car and not get all this great new '52 Dodge gives you!

Designed for those who'd love to live in luxury, but didn't know they could afford it . . that's the breathtaking new Dodge for '52!

With all this style-setting beauty, inside and out—Dodge gives you greater roominess and comfort than many cars costing far more. Dodge gives extra headroom, stretch out leg room to delight a car full of six-footers! And there's none of that "sitting on a cushion on the floor" feeling—for Dodge gives you knee-level seats that let you ride in relaxing comfort.

You'll never believe how much driving ease and comfort, safety, luxury and dependability Dodge offers until you drive one yourself. Experience the thrill of Dodge Gyro-Matic (America's lowest-priced automatic transmission). Your Dodge dealer will welcome the opportunity to let you drive this Dodge. Drive Dodge 5 minutes—you'll drive it for years!

Specifications and equipment subject to change without notice.

Big new dependable '52 DODGE

"It's long, low and lovely!"
"Everything about it says quality!"

New Quality-Built Bodies are longer, wider, stronger and more beautiful! And they come in the widest variety of body style, color and upholstery combinations of any low-priced car.

Coast to coast success... it's the Ablest car on the American Road...'52 Ford!

"Ford's Strato-Star V-8 whisks you up hills in a wink!"

New Power—Six or V-8. The newest, most modern Six! It has free-turning overhead valves and it's the only all-new, low-friction, high-compression Six in the industry. Ford's high-compression Strato-Star V-8—now 110-h.p.—is the most powerful engine in its field!

"Dust, drafts, discomfort are 'has beens' when you hit the trail!"
"And no jingle jangle' on rough dirt roads!"

New Automatic Ride Control really "gentles" the bumps! And a new lower center of gravity and a wider front tread help take the tilt out of turns!

New Full-Circle Visibility really "lets in" *all* the scenery! You'll find a huge, curved one-piece windshield, a car-wide rear window, narrower posts all around . . . side windows that are picture-window big. Here's visibility unlimited!

"Forward or backward you get broad vision all the time!"

"Nips in and out of tight parking places in a jiffy!"

You can pay more but you can't buy better!

With [illegible] tires [illegible] available, optional at extra cost. Equipment, accessories and trim subject to change without notice.

335-Horsepower Performance from a 550-Pound Motor — GM engineers developed an entirely new light alloy engine for these cars. It is a V 8, with 10 to 1 compression ratio, supercharged by a blower developed by GM engineers for Diesel engines. Operates on premium grade fuel at normal speeds—premium fuel plus special fuel at higher speeds.

How GM engineers explore new horizons

HERE you see the XP-300 and Le Sabre. The press likes to call them "cars of the future."

Thousands of people have flocked to see them, and the question most often asked is, "When will you build cars like these for the public?"

Well, the answer is—these aren't intended to show exactly what future cars will be like. They were built and rebuilt over a period of several years, to give our engineers and designers the chance to test out fresh and forward ideas, and get these ideas beyond the blueprint and laboratory stage.

You never know, till you get far-in-advance ideas to the point where you can road-test them and let folks look at them, how practical they'll be—and how the public will take them.

Many of today's commonplace features come right out of "tries" like these. And as time goes on, some of these advance features are sure to appear on cars in regular production.

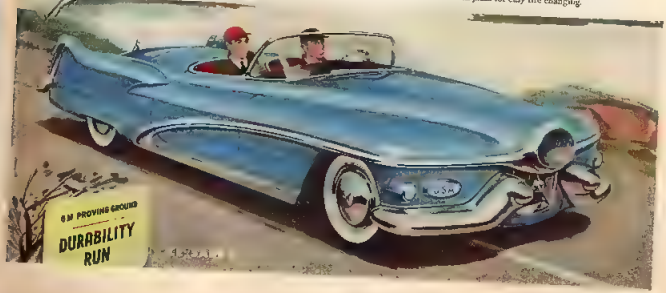
Le Sabre and XP-300 are just the latest examples of how far we go to make the key to a GM car your key to greater value

Your Key to Greater Value—the Key to a General Motors Car

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC • BODY BY FISHER
GMC TRUCK & COACH

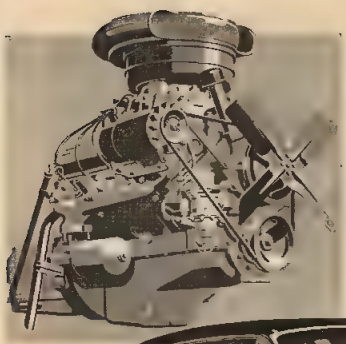
The Top that's Worked by a Raindrop—Rain falling on sensitized spot between Le Sabre seats starts mechanism which raises and locks top, rolls up side windows. Steering post and seats of XP-300 are vertically adjustable to person's height. Contour seat backs can be moved forward at belt line to ease back strain. Both cars have built-in jacks for easy tire changing.



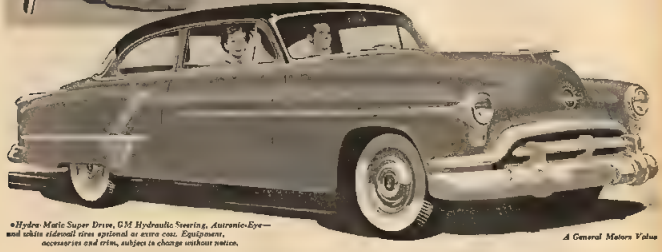
Johnny and Lucille, Oldsmobile's singing sweethearts, invite you to ride the "Rocket" . . . to drive Oldsmobile's sensational new Super "88"!

TRY 160 H.P. "ROCKET" ACTION

...in the New Super "88"



You've got to drive it to believe it! Never before has Oldsmobile had such an exciting performance story to tell! For here is a *new* kind of "Rocket" Engine car—*dramatically new* with the flashing 160-h.p. "Rocket" . . . now paired with smooth new Hydra-Matic Super Drive*! The result is performance that truly *stands out* even in this era of high-powered motor cars! GM Hydraulic Steering*, the Autronic-Eye*, and many other new features add to your motoring comfort and safety. Drive Oldsmobile's Super "88" . . . you'll never settle for anything else!



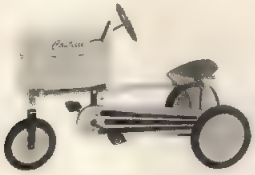
*Hydra-Matic Super Drive, GM Hydraulic Steering, Autronic-Eye—and white sidewall tires optional at extra cost. Equipment, accessories and trim, subject to change without notice.

A General Motors Value

"ROCKET" POWERED OLDSMOBILE

five top lines

— more profits for you in '52!



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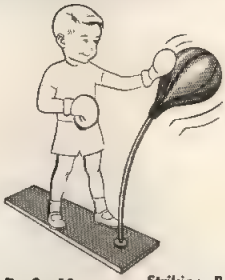

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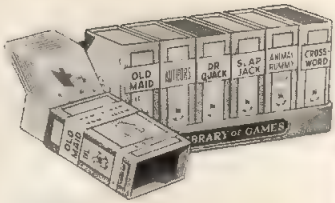

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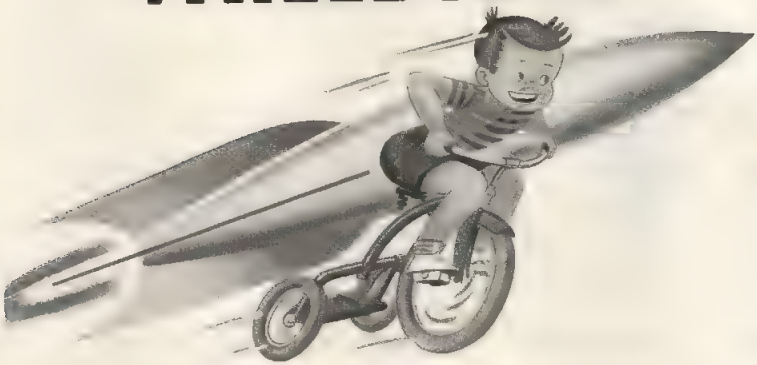

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POPULAR CASTING AND TROLLING LURES

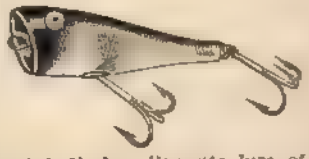
Creek Chub Pikie Minnow. Famous Nature lure closely imitating the pike minnow. Excellent for all game fish. Length 4¼", weight ⅝ oz. Available in the following finishes: Pikie Scale, Perch Scale, White and Red, Silver Flash.
No. 18R171. Per dozen. 9.52

Creek Chub Jointed Pikie Minnow. Possesses a beautiful wiggling movement. Length 4¼", weight ⅝ oz. Available in the following finishes: Pikie Scale; Perch Scale; White and Red; Silver Flash.
No. 18R172. Per dozen. 11.28

Creek Chub Injured Minnow. The original wounded minnow or "The Crip". Length 3", weight ½ oz. Available in the following finishes: Pikie Scale, Perch Scale, White and Red, Silver Flash.
No. 18R175. Per dozen. 9.52

Creek Chub Baby Pikie. Small size Pikie Minnow for light tackle fishing. Length 3¼", weight ½ oz. Available in the following finishes: Pikie Scale, Perch Scale, White and Red, Silver Flash.
No. 18R173. Per dozen. 9.18

Creek Chub Baby Jointed Pikie. Peppy little wiggler with deadly minnow-like action. Length 3¼", weight ½ oz. Available in the following finishes: Pikie Scale; Perch Scale; White and Red; Silver Flash.
No. 18R174. Per dozen. 10.58



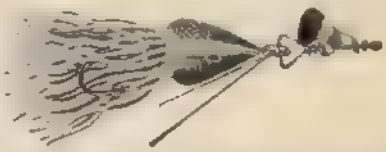
Creek Chub Plunker. Favorite lure of many bait casters. Bobbing, dancing action with "kerplunking" sound. Length 3". Available in the following finishes: Pikie Scale, Perch Scale, White and Red, Silver Flash.
No. 18R176. Per dozen. 8.47

Arbogast Hula Popper. Surface popping lure with plenty of noise and action. Plastic body with rubber Hula Skirt. Length 2¼", weight ⅝ oz. Packed ½ dozen assorted colors.
No. 18R162. Per dozen. 8.82

Arbogast Jitterbug. Excellent for all surface feeding game fish. Floats at rest; erratic, wobbling action when retrieved. Length 3", weight ⅝ oz. Packed ½ dozen assorted colors.
No. 18R147/A. Per dozen. 8.82
Same as above in frog finish only.
No. 18R147/FR. Per dozen. 8.82

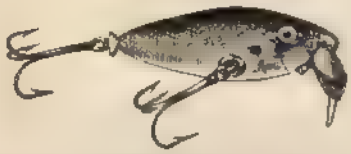
Arbogast Hula Dancer. Designed especially for open water. Runs at medium depth. Plastic body with colorful Hula Skirt. Length 3", weight ⅝ oz. Packed ½ dozen assorted colors.
No. 18R157. Per dozen. 8.82

Arbogast Hawaiian Wiggler No. 1. Deep running weedless lure complete with rubber Hula Skirt. Single spinner. No. 3/0 hook. Length 4", weight ⅝ oz. Packed ½ dozen assorted colors.
No. 18R148. Per dozen. 8.12



Arbogast Hawaiian Wiggler No. 2. Shallow running weedless lure complete with Hula Skirt. Single spinner. No. 3/0 hook. Length 4¼", weight ⅝ oz. Packed ½ dozen assorted colors.
No. 18R149/A. Per dozen. 8.12
Same as above in black finish only.
No. 18R149/B. Per dozen. 8.12

Arbogast Hawaiian Wiggler No. 3. Weedless lure for game fish. Streamlined design with garded hook. Equipped with Hula Skirt and No. 1 Hook. Length 2", weight ⅜ oz. Packed ½ dozen assorted colors.
No. 18R150. Per dozen. 8.12



True Temper Crippled Shad. Floating lure designed for surface feeding fish. Perfect wounded minnow action. Well finished Tenite body. Length 2¾", weight ½ oz. Available in the following finishes: Club, Perch, White and Red. Packed ½ dozen.
No. 18R72. Per dozen. 9.52

True Temper Speed Shad. Under water lure with deep diving live minnow action. Well finished Tenite body. Length 2¾", weight ½ oz. Available in the following finishes: Club, Perch, White and Red. Packed ½ dozen.
No. 18R71. Per dozen. 9.52

True Temper Shimmy Wiggler. One of the greatest bass bait ever devised. Weedless action. Deep diving. Tantalizing colors with strike. Packed ½ dozen assorted lures.
No. 18R74/5. ⅜ oz. 3/0 hook. Per dozen 9.52
No. 18R74/6. ½ oz., 1/0 hook. Per dozen 9.52

Shakespeare Junior Swimming Mouse. Medium size surface lure with chugging action. Well finished wood body. Length 2¾", weight ½ oz. Available in the following finishes: Black; Black and White.
No. 18R46. Per dozen. 7.76

South Bend Bass-Orene. Famous game fish lure with darting, diving action. Length 3¾", weight ⅝ oz. Available in the following finishes: Frog; Pike Scale; White and Red.
No. 18R76. Per dozen. 8.82

Roberts Mud Puppy. Jointed lure with the action and appearance of a live sucker. Well finished wood body. Wire leader attachment; oversize treble hook. Tail spins while reeling or retrieving. Excellent for muskie and large pike. Length 7", weight 2 oz.

No.		Per Doz.
18R65.	Natural finish	14.70
18R66.	Red Head, White Body	14.70

FAST SELLING LURES

Kautzky's Lazy Ike No. 3. The original "Lazy Ike" with perfect minnow swimming action. Length 3", weight ½ oz. Available in the following finishes: Red and White; Black Scale; Pearl; Silver Scale.

No. 18R132. Per dozen.....8.82

Helin Flatfish No. X-4. Popular lure for spinning and casting and trolling. Equipped with 3 treble hooks. Length 2½", weight ½ oz. Available in the following finishes: Orange Green Frog; Yellow with red head and black top.

No. 18R134. Per dozen.....9.52

Helin Flatfish No. U-20. Underwater lure for casting and trolling. Minnow-like action. Equipped with 3 treble hooks. Length 3¾", weight 1/4 oz. Available in the following finishes: Orange Green Frog; White; Yellow with red head and black top; Silver Bronze.

No. 18R133. Per dozen.....9.52

Paw Paw Wottafrog. True to nature in design and colorations. Swims, dives, and floats with real live frog action. Length 3¼", weight ⅜ oz.

No. 18R131. Per dozen.....7.76

Paw Paw Wottafrog, Jr. Same as above for spinning and casting. Length 3½", weight ⅜ oz.

No. 18R138. Per dozen.....7.76

Pequea Quilby Minnow. Web-tail lure for all game fish. Length 2", weight ⅜ oz. Size 2/0 hollow point hook.

No. 18R166. Per dozen.....7.06

I. & S. Bass-Master. Fast sinking, jointed plastic lure, with life-like fish eyes. Two treble hooks. Length 3"; weight ½ oz.

No.		Per dozen
18R70/44	Black Body, White Dots	9.18
18R70/23	Yellow Body, Brown Back, Speckles	9.18
18R70/22	White Body, Green Back, Speckles	9.18
18R70/21	White Body, Black Back, Speckles	9.18
18R70/11	Red Head, White Body	9.18

Paul Bunyan "66". Jointed spinning casting lure for all types of fishing. Constructed with stainless steel shaft and snap loop; hook can be instantly detached. Weighted wood body in proper position at all times, eliminates rolling and the twisting. Length 3", weight ⅜ oz. Hook Packed 1 dozen assorted patterns.

No. 18R264. Per dozen.....8.82

Marathon Musky-Haun. Well known musky lure for casting and trolling. Combines the action of minnow, bucktail, chrome and red and white fluted spoon. Interchangeable 5/0 hollow point treble hook with weed guard. Size 8 blade. Packed ½ dozen assorted patterns.

No. 18R263. Per dozen.....14.12

Skinner Fluted Spoon. Nickel plated trolling spoon with feathered treble hooks. Packed each in envelope, one dozen to carton.

No.	Size	Per dozen
18R261	4	4.24
18R262	6	4.94

Pflueger Luminous Tandem Spinner. Popular lure for every type of fishing. Spinners revolve in water. Mounted with ring. Hook bright finish with tapered sliding sleeve hook connection. Gut wound with fowl feather. Packed one dozen.

No. 18R107. Size 2/0. Per dozen.....5.29
No. 18R108. Size 1/0. Per dozen.....6.35

Bucktail Shannon Twin Spinner. Popular game fish lure. Endless and aggressive action attractive and a positive getter. Equipped with spring spinner. Snack Hook, with No. 2½ spinner. Assorted colors. Packed one dozen.

No. 18R258. Per dozen.....8.82

Jointed Shannon Twin Spinner. Streamlined and jointed for minnow action, weighted and balanced for easy casting and spright action. Assorted colors. Packed one dozen.

No. 18R259. Per dozen.....8.82

Shurkatch Bait Assortment. One dozen baits put up on handsome three-color display card. Fast selling assortment of popular type baits.

No. 18R275. Per assortment.....3.92

Wood Minnow. Well made, nicely finished minnow with two single hooks. Length 2", weight ⅜ oz. Red Head finish only. Packed 3 dozen to carton. No less sold.

No. 18R271e Per box of 3 dozen.....4.32

Wood Minnow. Grooved-head minnow with two treble hooks. Semi-animal type painted eyes. Assorted finishes. Length 2⅜", weight ½ oz. Each in box, one dozen to carton.

No. 18R272. Per dozen.....3.53

Diving Minnow. An active diving and wiggling bait. Two treble hooks and metal mouth plate. Assorted finishes. Length 2⅜", weight ½ oz. Each in box, one dozen to carton.

No. 18R273. Per dozen.....4.17

Jointed Minnow. Active deep water wiggling bait. Two treble hooks and metal mouth plate. Length 3½", weight ½ oz. Assorted colors. Each in box, one dozen to carton.

No. 18R274. Per dozen.....5.26

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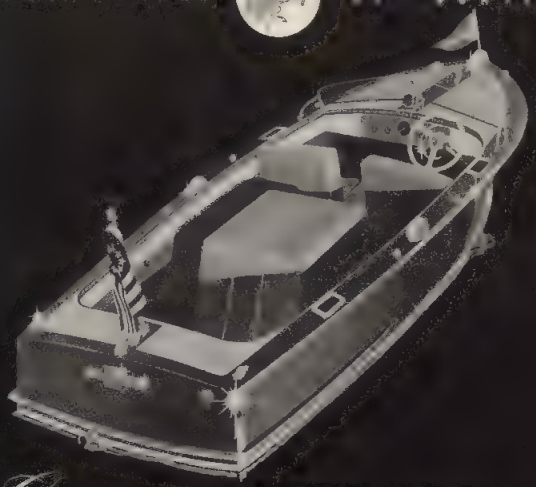

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FIRE BILLY... for every miniature "smoke-eater" every kid who wants to be a fire-chaser — here is an action toy with a bell that rings and the fire-chief moving up and down with compelling, life-like action. Model 100 — Size 10" long x 6" high.

TOMMY ROD... a miniature "hot-rod" with cylinders that move up and down, with real motor noise and a driver that bobs up and down with excitement. It's a fast motor car that kiddies love. Model 200 — Size 10½" long x 5½" high.

KIDDY KAB... a speedy cab, with sound effects like a real motor; both the driver and the passenger move up and down, fascinating motion to delight the youngsters and entice the parents. Model 300 — Size 10½" long x 6" high.

KIDDY KOP... a lively squad car with a red flasher and a ringing bell to warn the traffic and the pursuing officer bobbing up and down — was there ever a kid who did not want to be a Cop? Model 400 — Size 10" long x 6" high.

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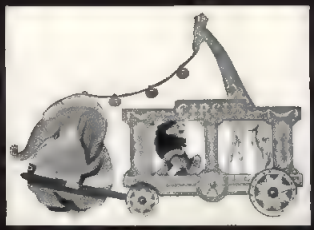
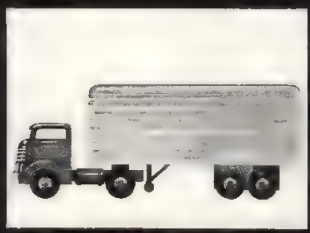
MILK WAGON... life-like model of a milk delivery wagon, built to scale — the door opens and shuts and there are 2 cases of six bottles each, which can be loaded or unloaded. Model 500 — Size 14" long x 7" high.



CIRCUS WAGON... this circus wagon shows plenty of action — the elephant waddles like a real live jumbo — with vinylite ears that flap in the breeze, the bells ring, the giraffe and the lion move. Model 600 — Size 18" long x 12" high.



TRACTOR-TRAILER... this trailer has 14 realistic rubber wheels, just like the big jobs. By turning the cab, the child can steer this life-like truck, which is a factual reproduction. Model T-101 — Size 19¼" long x 7½" high.

MOTOR VAN... has rubber wheels and can be steered by turning the front cab. Has real cargo that can be loaded and unloaded. Model T-102 — Size 14" long x 7¼" high.

GASOLINE TANKER... a scale model of the large tankers. Can be steered by turning the front cab and has the colorful appearance that is a sure factor in building up volume sales. Model T-104 — Size 14" long x 5½" high.

MATERIAL STAKE TRUCK... with real loose cargo of timbers that can be loaded and unloaded — has 6 real rubber wheels. Can be steered by hand, by turning the front cab. Model T-103 — Size 14" long x 5¾" high.

Century THOROUGHBRED TOYS

MANISTEE, MICHIGAN

Then come the junks; they are a sight. Their sails are most amazing. They are made of fiber (or worn and torn canvas) and are put together by ribs or slats. The skipper tells us that was so one section could carry away, and they would still have a sail to go on. The sails have curved leeches like a fan. The quarter deck is raised and a cabin is sometimes put there.

Then come the barges and local freighters that carry cargo down the river, to be loaded on larger ships and taken overseas. These ships are of every size and shape with all kinds of deck and wheelhouses on them. The one thing that they have in common is that they all have very shallow draft and broad beam so lots of cargo can be loaded on board and yet not have the ship draw much, because of the shallowness of the river. The river isn't marked as the mud flats change position all the time.

Work Boats Loaded to Capacity

Many of the small freighters have barges towing along behind them so that more cargo can be carried downstream under power of one ship. And are these ships laden! They are jammed with teak wood, rice, palm fronds, coal, fuel, bulging sacks—*everything* under the sun!

Then there are the ferry boats packed with people sitting upright and stiffly on wooden benches. These boats are long and narrow, and have a wooden roof open at the sides. As they weave in and out of the other ships, their load of passengers dressed in bright colorful clothes make a pleasant sight We also saw some "school busses" early this morning The children lean out and wave and shout at us and we wave back. There are countless tugs and fishing boats charging up and down the river—to the accompaniment of loud chugs and puffs from their engines. Then the sampans—they are canoe-like but have an element of a gondola about them as they are propelled by the same method. The stern rises in a curved point which resembles a Chinaman's slipper.

Some of them have low thatched roofs over one end or amidships. They all seem to be heavily laden with wood, rice, fruit or thatch, etc. If the cargo allows it, there is no freeboard at all and water laps up over the hull. Other sampans carry passengers who in turn usually are carrying a broad umbrella for shade while the helmsman steps back and forth, back bent and arms pushing the oar in his slow rhythmic strokes. All of the ships and boats (except the large freighters) look as though they have come down through the ages and as if they have had long and adventurous histories, especially the junks. None of them look newly painted or as if they had gotten a new set of sails for many years.

Most of the motor boats carry a staysail for steadying purposes. It gives the effect of being among many sailing vessels and as though you had stepped back a couple of hundred years in time. Many of the ships have large and noble figureheads on their prows which adds to the idea of antiquity and tradition.

Ships Pose a Traffic Problem

There are so many ships all over the place that it seems as though we are constantly holding our breath and watching a near-collision. Two junks, moving entirely under sail, will tear straight toward each other full speed ahead and then just at the last minute one would slack and veer off, gently missing the other vessel by a hair! It's nerve-racking and it happens all the time.

Hundreds of sampans amble across our path and every time I am sure we are going to hit them, but each time they make it out of our way just in time and, what is most amazing, they are so unconcerned about it all! Then come the even smaller boats which are really just skiffs—no centerboard, keel or anything—almost a canoe, only flat-bottomed.

These are usually manned by small children who haven't a stitch on. They sit on the bottom—grins on their faces and arms over the side paddling madly in the water. These boats

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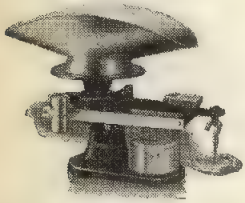
SCALES
Fairbanks Counter

Approved by State Sealer of Weights and Measures

These scales allow weighing independently with either the scoop or platform. Cast iron frame, platform, pillar weights and poise, black enameled finish with gilt stripings, single brass beam with sliding poise, tempered steel bearings. Scoop capacity for finer weighing 25 lbs. by ½ ounces. Platform capacity for coarser weighings 250 lbs. by ¼ lbs. Platform size, 10½x13¼ inches.

No. 508—Tin scoop ..... Each $60.00
No. 510—Brass scoop ..... " 65.00
One in a case, weight 55 lbs.

Fairbanks Household



Approved by State Sealer of Weights and Measures

Scale can be used with the tin scoop or with only the round iron platform. Scoop is 14½ inches long, 7 inches wide and 4 inches deep. Brass beam turned at an angle for easy reading. Scale base finished in black enamel.

No.	Capacity	Beam	Each
11515	25 lbs.	5 lbs.x1 oz.	$36.00

One in a case, weight 25 lbs.

SCALES
Cotton Weighing
CHATILLION

Dial 6⅝ inches in diameter. Made of solid brass with figures and divisions in black. Capacity 200 pounds by 1 pound graduations. Conforms with the requirements of the Weights and Measures Department.

Not Legal for Use in Trade.
No. 238—Wt. ea., 5¼ lbs.....Each $16.00
One in a carton

HANSON

Extra heavy construction. Capacity 200 pounds by 1 pound. 8 inch brass dial. Size 8x2x18 inches.
No. 8820—Wt. ea., 6¾ lbs.....Each $18.00
Six in a carton

SCALES
Spring Balances
HANSON JUNIOR VIKING

Legal For Use In Trade

Enclosed spring and mechanism with riveted steel body. Tempered spring, tested for accuracy.

No.	Capacity by lbs.	Size, ins.	Wt. doz., lbs.	Doz.
890	25x½	⅞x¾x6½	3	$8.40
895	50x1	1½x1¼x9¼	30	36.00

One dozen in a carton.

HANSON VIKING

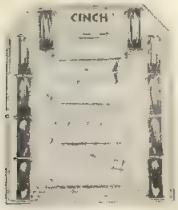
Legal for Use in Trade

Case made of two tubular steel telescoping members, finished in olive green enamel. Swedish steel spring, heat treated and tested for accuracy. Solid brass dial, graduations deeply etched. Adjusting screw at bottom allows indicator to be set at zero to balance a container.

No.	Capacity by lbs.	Size, ins.	Wt. ea., lbs.	Each
8910	100 by 1	2½x1¾x17	3¼	$6.00
8916	160 by 1	2½x1¾x17	3¾	6.00

One in a carton.

IRONING BOARD COVER FASTENERS
Cinch



A set of five spring clip holders, with springs, on a card.
Cinch—Wt. doz., 6 lbs. .....Doz. $10.68
One dozen cards in a package

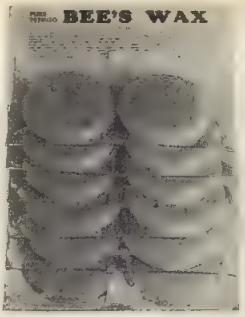
CLOTHES PIN BAG
South Pacific

Heavy cloth, 3-color pastel South Pacific scenes. Travels along line on wire hanger.
No. 88—Wt. doz., 3 lbs. .....Doz. $10.68
Four dozen in a carton

LAUNDRY BAG
South Pacific

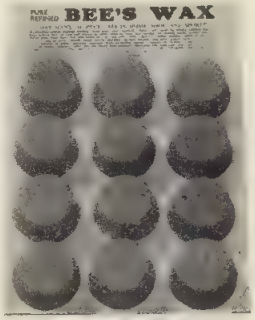
Heavy cloth, 3-color pastel South Pacific scenes. Draw string closing. Size 23x33 inches
No. 9004—Wt. doz., 12 lbs. ..Doz. $27.48
Two dozen in a carton

BEESWAX



12-¾ OZ. HAMILTON'S PURE REFINED BEE'S WAX

Strictly pure for cleaning flat irons, needles and for other household purposes. ¾ ounce cakes.
¾ ounce .....Card $2.52
One dozen on a card



12-1½ OZ. HAMILTON'S PURE REFINED BEE'S WAX

Strictly pure, for cleaning flat irons, needles and for other household purposes. 1½ ounce cakes.
1½ ounce .....Card $3.72
One dozen on a card

LARGE CAKES
Same as above.
1-lb. cakes . . . lb. $1.50
25 pounds in a case

SCALE BEAMS

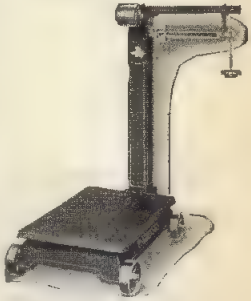
Wrought steel, black japanned, gold bronze figures, two poises.

Capacity, lbs	200	300	400
Poises used, lbs.....	1 & 4	4 & 8	3 & 12
Weight each, lbs. ..	11	18	36
Each	$7.00	$10.80	$12.50

EXTRA POISES

Size	For beam, size	Each
1 lb.	200 lbs.	$1.00
3 "	400 "	1.50
4 "	200 and 300 lb.	1.80
8 "	300 and 600 lb.	3.50
12 "	400 lbs.	4.75

SCALES
Fairbanks Platform



Approved by State Sealer of Weights and Measures

Pillar, cap and center panel of platform made of copper-alloy steel, pressed to shape and reinforced, making very rigid and rust-resistant units. All bearings are self-aligning. The loops, bearings, nose irons and weights are Parkerized rust-resistant. Arrow-tip single beam, with center-indicating poise, is made of non-corrosive aluminum alloy. Finished in blue with bronze stripe, all well varnished. Platform 18x27 inches

Number	Capacity	Beam	Each
1124	1000 lbs.	100x½	$92.00

One in a case, weight 185 lbs.

ICE SCALES
Chatillon

Legal for Use in Trade.
Heavy steel case makes this scale practically unbreakable. Brass dial is recessed in front to protect the pointer from injury. Pointer adjustment at top of scale. Length overall, 17 inches. Capacity 200 pounds by 2 pounds.
No. 140—Wt. ea., 7 lbs.....Each $9.00
One in a carton.

DAIRY SCALES
Chatillon

Solid brass dial, etched graduations, figures and letterings. Black pointer shows gross weight, red pointer shows net weight. Capacity 60 lbs. by $1/10$ lb.
No. 270MD—Wt. ea., 4 lbs.....Each $13.00
One in a carton

VENDORS' SCALES
Chatillon

Legal For Use In Trade
White enameled pan 11 inches in diameter, removable for cleaning. Bows are black enameled. Pressed steel case enameled in red. Black crackle finish bezel and back. White enameled face. Black letters and graduations. Red indicator. Open face dial. Capacity 20 pounds by ounces.
No. 724—Wt. ea., 5½ lbs.....Each $7.50
One in a carton

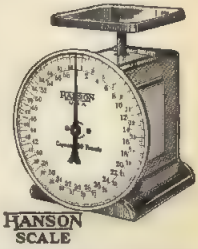
WITH HOOK

Legal For Use In Trade
Pressed steel case enameled in red. Black crackle finish bezel and back. White enameled face. Black letters and graduactions. Open face dial. Capacity 20 pounds by ounces.
No. 720H—Wt. ea., 5 lbs.....Each $7.50
One in a box

VENDORS' SCALES
Chatillon

Open face metal dial 8 inches in diameter. Capacity 20 lbs. by 1 oz. in two revolutions. Red tipped pointer. Aluminum scoop 13½x12¼x8½ inches.
No. 723A—Wt. ea., 5 lbs.....Each $7.50
Six in a carton

UTILITY SCALES
Hanson



Hand assembled from accurately machined parts. Equipped with a heavy, cast iron upper link, Swedish tempered steel springs and gravity rack. 7 inch square, reinforced steel platform. Size overall, 10¼ inches high by 7¼ by 8 inches. 8 inch enameled dial. Black figures on white. Green enameled finish. Capacity, 60 pounds by 2 ounces.
No. 2060—Wt. ea., 8½ lbs....Each $7.75
One in a carton.

UTILITY SCALES
Hanson

Body made from heavy drawn steel, heavy pressed upper link and equipped with gravity rack and tempered spring. Hand assembled. Size 9¼x6¼ x6½ inches. Platform 5½ inches square. Finished in white with red trim. Capacity 25 pounds by 1 ounce.
No. 2000—Wt. ea., 4½ lbs.....Each $4.50
One in a carton.

FAMILY SCALES
Hanson's Silver Clipper

Extra heavy, seamless, stainless steel platform. Strong mechanistic construction, which includes a gravity rack and Swedish steel springs, an adjustment screw which allows the pointer to be set at zero to balance a scoop or container. Size overall 9¾ inches high by 6¾ by 6½ inches. 6½ inch dial. Platform 5½ inches square. With glass protected dial. Capacity, 25 pounds by ounces. Finished in white with black trim.
No. 1371—Wt. ea., 5 lbs.....Each $6.50
One in a carton.

POSTAL SCALES
Hanson

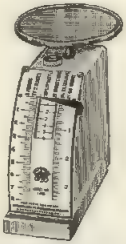
Marbleized plastic case. Computes postage for air up to 8 oz., first class and merchandise up to 2 lbs. Platform of stainless steel 2x3 inches. Dial white with red figures for air and first class.
No. 1546—Wt. ea., 1⅛ lbs.....Each $5.25
One dozen in a carton

FAMILY SCALES
Hanson

Body of scale constructed of heavy cold drawn steel, heavy pressed steel upper link, and equipped with gravity rack and tested spring. Set screw adjustment. 6½ inch dial. Black graduations, white and silver background. Size overall 6½x6½x9½ inches. Platform 5¼ inches square. Capacity, 25 pounds by ounces.

No.	Finish	Each
4070RW—	White with red trim.....	$4.25

KITCHEN SCALES
Hanson

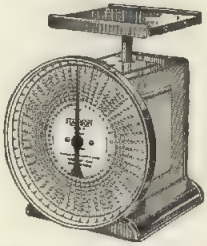


Syntron plastic case in colors. White dial with black graduations, red and yellow graduations for cups of shortening. Body size, 6½x5½x2¼ inches. Stainless steel platform 3¾ inches in diameter. Capacity 8 pounds by two ounces.

No.	Color	Each
1368	Red	$3.45
	White	3.45
	Yellow	3.45

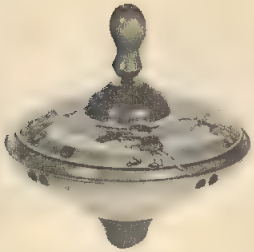
One in a box, weight 1¼ lbs. One dozen in a carton

PARCEL POST SCALES
Hanson



Platform 7 inches square, of reinforced steel. Diameter of dial, 8 inches. Scale is 10 inches high, 8 inches wide, and 7½ inches deep. Computes postage for merchandise up to 50 pounds for all postal zones.
No. 1515—Wt. ea., 9 lbs.....Each $12.00
One in a carton

MECHANICAL TOYS



HUMMING TOP

Top is set in motion by pushing down on plunger. Top is made of colorfully lithographed metal with wooden handle. Measures 5¾ inches in diameter. Packed six dozen per carton

No. 54065—Mfr. No. 13
J. CHEIN & COMPANY

Dealer Price ..... E5-16 Y
Suggested Retail Price ..... $ .25 ea.
Inv..... Pur. .....

GYROSCOPE

A fascinating and educational instrument. Set in motion by winding string around stem and pulling. Spinning gyroscope will balance on anything. Metal construction.

No. 54079
CHANDLER MFG. CO.

Dealer Price ..... S4-32 V
Suggested Retail Price ..... $ .49 ea.
Inv ..... Pur. .....

MUSICAL TOP

Another colorfully lithographed metal top that is set in motion by plunger. Holes in sides cause musical sounds to be heard. Measures 6¾" in diameter. Packed 36 per carton.

No. 54080—Mfr. No. 14
J. CHEIN & COMPANY

Dealer Price ..... P6-33 V
Suggested Retail Price ..... $ .49 ea.
Inv..... Pur. .....

MUSICAL TOP

This all metal top is similar in construction to No. 54080 Musical Top except it measures 9¼ inches in diameter. Has plunger. Packed 12 per carton.

No. 54081—Mfr. No. 41
J CHEIN & COMPANY

Dealer Price ..... M3-65 D
Suggested Retail Price ..... $ .98 ea.
Inv ..... Pur. .....

MECHANICAL SHAVER

Revolving action and whirring sound in razor head simulates real razor. Wind up motor, key attached. Plastic with cord attaches with suction cup end. Packed 12 per carton.

No. 54110—Mfr. No. 3875
IDEAL TOY CORP.

Dealer Price ..... A9-52 Z
Suggested Retail Price ..... $ .79 ea.
Inv ..... Pur. .....

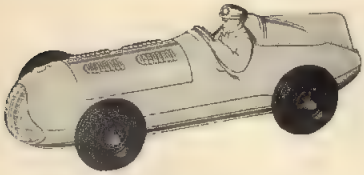
WALKING SPACE MAN

Made of plastic with spring wound motor. As he walks his arms move up alternately. Decorated with oxygen tank, globe on head, space gun in each hand. Twelve per carton.

No. 54121—Mfr. Mfr. 690
IRWIN CORP.

Dealer Price ..... C61-30 S
Suggested Retail Price ..... $1.98 ea.
Inv..... Pur. .....

MECHANICAL RACERS



RACER WITH LIFTING HOOD

A plastic racer with hood that lifts to reveal a 4 cylinder racing motor. Has rubber wheels and enclosed bottom. Length is 6¾". Packed three dozen per carton

No. 54093 — Mfr. No. 325
HUBLEY MANUFACTURING CO.

Dealer Price	Y9-33 P
Suggested Retail Price	$ 49 ea
Inv _____ Pur	

MECHANICAL RACER

Constructed of bright lithographed steel. Strong Spiral motor, key attached. Completely enclosed bottom. Driver in cockpit seat. Size 11⅜" long, 4⅜" wide, 2⅝" high. One dozen to carton

No. 54098—Mfr. No. 389
LOUIS MARX AND CO

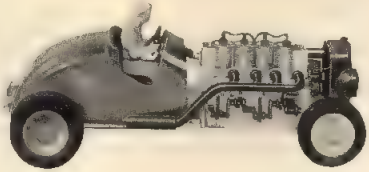
Dealer Price	C5-65 G
Suggested Retail Price	$ .98 ea.
Inv. _____ Pur	_____

TRICKY TROLLEY

Easy to operate. Push down trolley pole, let it up and the bell-ringing street car scoots along. Has impact proof plastic spring motor Body is plastic. Size 8" x 3½" x 4". Twenty-four per carton.

No. 54095★ — Mfr. No. 457
MATTEL CREATIONS

Dealer price	R5-65 E
Suggested Retail Price	$ .98 ea
Inv_____ _____ Pur_____	_____



HOT-SEE HOT ROD

Hot-See with hopped up friction motor. Clear plastic chassis permits full view of colorful moving parts in engine. Pistons, fan, gears and crankshaft all in action. Size 10¼" long, 5" wide, 4¼" high. One dozen to carton

No. 54097 — Mfr. No. 6490
NOSCO PLASTICS

Dealer Price	A61-95 P
Suggested Retail Price	$2 98 ea.
Inv _____ Pur.	_____

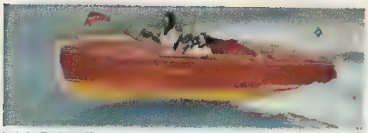
TROLLEY CAR

A realistic trolley with continuous "clang-clang." Has recoil motor, steel bottom plate, rubber tires and decaled windows. Assorted colors. 14" long, 3" wide, 3½" high. Each in box. Twelve per carton

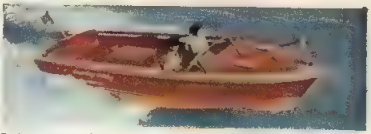
No. 54099 — Mfr. No. 45
LINCOLN LINE, INC.

Dealer Price	N81-30 F
Suggested Retail Price	$1.98 ea.
Inv _____ Pur _____	

CHICAGO STATE STREET STORES *spell Easter with special window displays and promotions . . . "Put a ring of magic 'round their dreams with Easter books of make-believe" was the message of a Marshall Field & Co. window (top, left) . . . With Mr. Bunny on his throne in Carson, Pirie, Scott Co.'s toy department, a pint-sized cowboy and a coy young miss are regaled by the antics of a clown (bottom, left) . . . A young lady with stuffed toy rabbit is all eyes for The Fair Store's Easter Bunny (center) . . . An equestrian stuffed toy bunny, mounted on a carousel horse, gallops away in another Marshall Field & Co. window as his lady love, Miss Bunny, looks on with admiration. Candy eggs, baskets and the like were a feature of this window (top, right) . . . Stuffed toy window of Mandel Brothers (bottom, right) has a woodland scene as setting . . .*
IT'S EASTER!



Stylish Riviera Runabouts in 16, 18 (above) and 20-ft. lengths, speeds to 40 m.p.h. Two-tone Philippine Mahogany hulls, upholstered seats for 6. Other new Chris-Craft 17 and 19-ft. Runabouts.

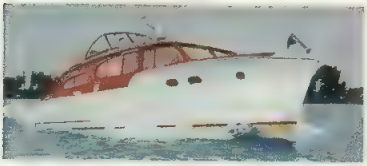


Exciting, new 19-ft. Holiday—a new design by Chris-Craft with continuous flare sides, big cockpit. Also in 23-ft. model. Speeds to 36 m.p.h. New 17, 18 and 22-ft. Sportsmen also available.

New for '52...Command a Chris-Craft!

Sleek Chris-Craft 27-ft. Super Enclosed Cruiser for real boating fun! Big 9-ft. cockpit with wide stern seat; dinette, galley, toilet. Sleeps 4. Single or twin engines, speeds to 31 m.p.h. Other beautiful Chris-Craft Cruisers in 25 thru 34-ft. lengths. Buy NOW!

Boat Kits EASY to assemble—SAVE ½ or more! Precut Philippine Mahogany parts, Fir marine-plywood panels; brass screws; instructions. Above, 12-ft. Runabout Kit Boat. Also, 14-ft. Runabout Kits.



Enjoy life with this new 34-ft. Double Cabin Flying Bridge Cruiser! Attractive deckhouse, staterooms fore and aft, galley, toilet compartment. Sleeps 5. Single or twin engines, speeds to 23 m.p.h. Also, beautiful Express Cruisers, 22 thru 42 ft.

New 21-ft. Express Cruiser Kit Boat. Other Chris-Craft Kits: 8-ft. Pram (and Sail Kit); 14-ft. Fishing Skiff, 18-ft. Outboard Express; 21 ft. Sportsman; 31-ft. Express Cruiser. Write for FREE folder!

Take the wheel—command this new 34-ft. Commander yourself for the thrill of a lifetime! Two staterooms sleep 6 in comfort. Dinette, galley, full-height toilet compartment. Options of twin engines, speeds to 30 m.p.h. See your Chris-Craft Dealer *today!*

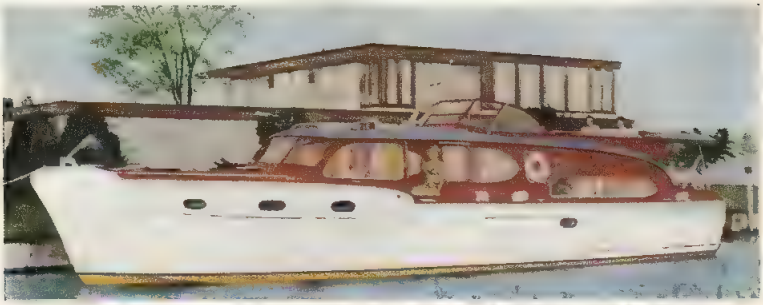
Magnificent Chris-Craft 62-ft. Motor Yacht with richly appointed interior, luxurious comfort for 13. Twin or triple Chris-Craft or Diesel engines, speeds to 20 m.p.h. Also a new 54-ft. Motor Yacht. See your friendly Chris-Craft Dealer today! Buy *now!*

Chris★Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

- MOTOR BOATS
- OUTBOARD MOTORS
- MARINE ENGINES
- BOAT KITS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS



Explore new routes to happiness! Command this new Chris-Craft 50-ft. Catalina with glorious Super De Luxe Sun Deck! Beautiful interior includes 2 staterooms aft, carpeted saloon, dinette, galley, cabin forward, 2 toilets. Sleeps 10. Teak sun deck has wide, built-in lounge. Twin or triple engines, speeds to 25 m.p.h. See your dealer now!

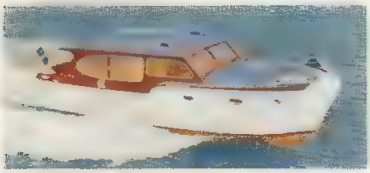
For new frontiers of recreation . . .

Command a New 1952 Chris-Craft!

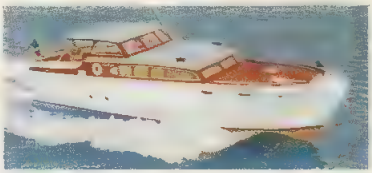
Incomparable Holiday of *new* design, room galore. Seats 6. In 19 (above) and 23-ft. lengths, speeds to 37 m.p.h. Also, new 17, 18 and 22-ft. Sportsmen.

Riviera Runabouts by Chris-Craft. 18 and 20 ft. (shown). Modern two tone finish; 2 upholstered cockpits seat 6. Speeds to 40 m.p.h. Also, new 17-ft. Runabout.

Go express in this fast 24-ft. Chris-Craft Express Cruiser! Galley, 2 berths, toilet, large cockpit. Speeds to 38 m.p.h. Other beautiful Express Cruisers, 22 thru 42 ft.



34-ft. Enclosed with abundant sheltered living space, cheery window area. Cockpit aft, big deckhouse, galley, toilet, 2 berths forward. Sleeps 4. Single or twin engines, speeds to 24 m.p.h.



New 42-ft. Commander with long, clean lines; sleeps 6. Galley, toilet, dinette, forward staterooms, teak aft deck. Twin engines, speeds to 25 m.p.h. Other Chris-Craft Cruisers, 25 thru 50 ft.

Enjoy seagoing luxury with a stately 54 or 62 ft. (shown) Motor Yacht. Gorgeous interior accommodates 13. Twin or triple Chris-Craft or Diesel engines, speeds to 20 m.p.h.

The magic name of Chris-Craft is known in waters all over the world, for only Chris-Craft offers a complete line of fine motor boats which meets every boating need . . . only Chris-Craft gives you so much value for each dollar invested. Command your own new Chris-Craft! See your friendly Chris-Craft Dealer today! Buy NOW!

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS • MARINE ENGINES • OUTBOARD MOTORS • BOAT KITS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

1952 CHRIS-CRAFT

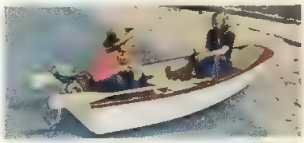
for as little as $45 *full price!*

Get Away and Play! Command a new 1952 Chris-Craft! There's one for every purse and purpose: Runabouts, 17 thru 20 ft.; Sportsmen, 17 thru 23 ft.; Express Cruisers, 22 thru 42 ft.; Cruisers, 25 thru 50 ft.; and 54 and 62-ft. Motor Yachts. Marine Engines, 60 thru 160 h.p. Outboard Motors, 5½ and 10 h.p. Boat Kits, 8 thru 31 ft. Based on the material outlook, a complete selection cannot be guaranteed indefinitely. See your friendly Chris-Craft Dealer or, mail coupon for FREE data *today!* Buy NOW!

(Prices quoted f.o.b. factory, subject to change without notice.)

Spectacular 47-ft. Buccaneer with Super De Luxe Sun Deck. Master stateroom aft, carpeted salon dinette, galley, 2 toilets, cabin forward. Sleeps 9. Options of twin engines, speeds to 24 m.p.h. Color scheme shown, special order only

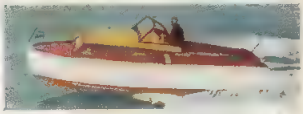
Thrilling speeds to 40 m.p.h. with beautiful 20 (above) and 18-ft. Riviera Runabouts! Glistening two-tone Philippine Mahogany finish, seats for 6 upholstered in durable vinyl plastic. Like all Chris-Craft, great boats—great buys! Also, new 19 and 23-ft. Holidays for 1952. Join the fun! Buy now!



Chris-Craft Boat Kits! EASY to assemble! SAVE ½ or more! Above, 8-ft. Pram Kit Boat. Kit only **$45**. Also, Pram Sail Kit. Buy your kit NOW!

14-ft. De Luxe Runabout Kit Boat. Kit. **$178.** Kits include precut Philippine Mahogany and Fir marine plywood parts, brass screws, compound, instructions.

Picture yourself behind the wheel of this new 34-ft. Commander. Enjoy life! Spacious aft deck with wide stern seat. Dinette, galley, toilet compartment, forward stateroom. Sleeps 6. Options of twin engines, speeds to 30 m.p.h. Also available as Flying Bridge Cruiser. See your Chris-Craft Dealer for data.



$809 buys a kit for this trim 21-ft. Express! Also, kits for 12-ft. Runabout, 14-ft. Skiff, 18 and 31 ft. Express Cruisers, 21-ft. Sportsman. Act NOW!

THE CHOICE OF EXPERTS

TWO great Chris-Craft Outboard Motors—5½ and 10 h.p.—for every outboard motor need! Fabulous all-around performance! Buy Chris-Craft world's finest, bar none!

CHRIS-CRAFT MARINE ENGINES

Built by Chris-Craft for marine use exclusively, Chris-Craft Marine Engines are your BEST buy for dependable marine power! They're available in 60, 95, 105, 120, 130, 131, 145, 158 and 160 h.p., with opposite rotation and reduction drives for most models.

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CHRIS CRAFT CORPORATION, ALGONAC, MICH.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

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OF MILWAUKEE
Christmas Tree Ornaments
Pat No 2516552
MADE OF Koroseal
Reg Trademark—B F Goodrich Co
PLASTIC PRODUCTS
CLARVAN
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• No "In-Transit" breakage
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Wire, write or phone for samples.
Beautifully designed, hand decorated pre inflated Christmas wreaths in red green or frosty Koroseal Individually packed — shipped 1 doz per carton Weight 3 lbs.
No. 846
12" diameter
CLARVAN CORPORATION
MILWAUKEE

APPLIANCES AND SUPPLIES

Coleman Lantern No. 200. Single mantle lantern with pyrex globe, [illegible] ventilator top of red-orange [illegible] enamel. 1¾ pint fuel capacity. Height over-all 12¼". Shipping weight 4 lbs. Retail [illegible]

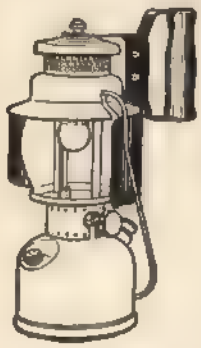
No. 23R9. Each 8.21

Coleman Lantern No. 220D. Double mantle lantern with pyrex globe. Silk-light mantles, [illegible] steel fuel fount, enameled 6¾ [illegible] ventilator top. Two pint fuel capacity. Built-in air pump, over-size generator. Shipping weight 5 lbs. Retail [illegible]

No. 23R11. Each..... 9.57

Coleman Lantern No. 228D. Double mantle lantern with pyrex globe. Silk-light mantles, [illegible] steel fuel fount, chandelier [illegible] ventilator top. Fuel capacity, enough for 10 to 12 hours service. Built-in air pump, over-size generator. Retail 14.9[illegible]

No. 23R12. Each..... 10.27

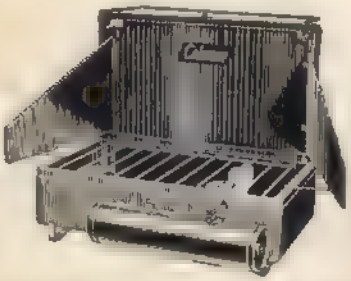


Coleman Reflector. For use on No. 20[illegible] lantern. Packed ½ dozen. Retail [illegible]

No. 23R28. Each 1.89

Same as above for use on No. 22[illegible] lantern. Packed ½ dozen. Retail 3.25.

No. 23R29. Each..... 2.24



Coleman Folding Camp Stove No. 425. Instant-lighting [illegible] stove, with 2½ pint capacity removable [illegible] tank, folding windshields and legs [illegible] baked enamel finish. Size 18½ x 12 x 4¾". Shipping weight 12 lbs. Retail 11.95.

No. 23R14. Each 8.21

Same as above with 3½ pint fuel tank, size [illegible] x 12¾ x 5[illegible]". Shipping weight [illegible] lbs. Retail 15.95. (Mfr. No. 413D)

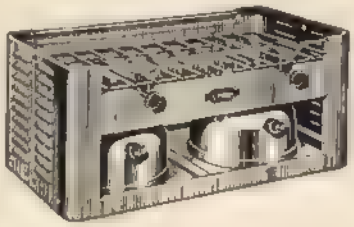
No. 23R13. Each 10.95

Coleman Folding Camp Stove No. 426. Instant-lighting [illegible] stove, with 3¼ pint capacity removable [illegible] tank, built-in pump, folding windshields and legs [illegible] baked enamel finish. Size 25⅝ x [illegible] x 6½". Shipping weight 25 lbs. Retail 22.50

No. 23R16. Each..... 15.43

Coleman No. 10 Folding High Stand. Furnishes supports all portable stoves at [illegible] height. All steel construction, self-locking joints. Folds [illegible] x [illegible] in size. Shipping weight 8½ lbs. Retail 4.45

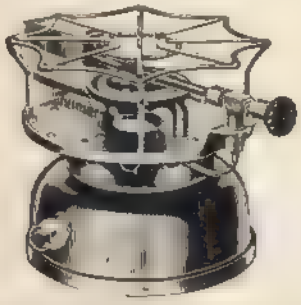
No. 23R17. Each 3.12



Coleman Two-Burner Marine Stove. For boat galley and camp kitchen use. Equipped with two burner units, each with its own [illegible] tank, made of heavy gauge brass nickel plated. Instant lighting starter. Entire stove made of non-corrosive metal [illegible] stainless steel, brass and aluminum. Over-all size: Length 32¼", width 12¾", height 9½". Shipping weight 23 lbs. Retail 49.95

No. 23R32. (Kerosene) Each..... 36.70

No. 23R33. (Alcohol) Each 36.70

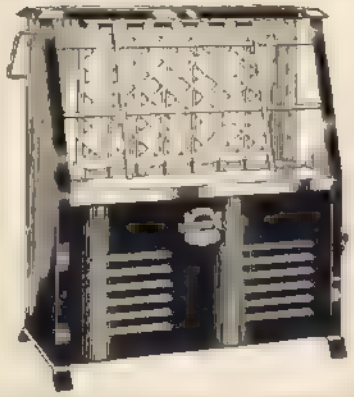


Coleman Speedmaster Stove No. 500. Instant lighting [illegible] burner [illegible] with 2 [illegible] fuel fount [illegible] generator. Wind proof [illegible] completely safe. Height 7½", width 10½", shipping weight 5½ lbs. Retail 11.95.

No. 23R15. Each..... 8.21

Coleman Self-Heating Iron No. 4A. Nickel plated base, lid and frame [illegible] fount. Two-piece ventilated lid keeps handle cool. Complete with stand, pump, wrench, measuring can. 4¾" wide, 10¾" long, 6½" high. Weight 6½ lbs. Retail 9.95.

No. 23R8. Each..... 6.82



Coleman Radiant Heater No. 16. Portable type heater with aluminum heat reflector, steel dress [illegible] enamel finish. Single unit construction keeps generator in line with Bunsen for perfect combustion and odorless operation. Heavy sheet steel tank, capacity 7 pints. Height 18¼", width 16", depth 7½". Shipping weight 24 lbs. Retail 22.50

No. 23R20. Each..... 14.68

Junior Rotary Generator No. R55. (Illustrated) Used on all quick lighting lamps and lanterns. Automatic cleaning needle, rotary lever. Packed 1 doz. Retail .85

No. 23R24. Per doz..... 6.67

Rotc-Type Generator No. 766. Made for Coleman Lantern No. 220. Packed ½ doz. (No less sold.) Retail .75

No. 23R26. Per doz..... 5.88

Over-size Generator No. T44G. Made for Coleman Lantern Nos. 220 and 228. Packed ½ doz. (No less sold.) Retail .75.

No. 23R25. Per doz..... 5.88

Pyrex Globe No. 330. (Illustrated.) Straight type for Nos. 220 and 238 lanterns. Packed ½ doz. (No less sold.) Retail 1.25

No. 23R22. Per doz..... 8.92

Pyrex Globe No. 350. Heat resistant glass, bulge type for No. 200 lantern. Packed ½ doz. (No less sold.) Retail 1.00.

No. 23R23. Per doz..... 6.64

Coleman Raytex Mantles

No. 31. Good quality rayon fibre. Durable construction, strong single weave. Fits all Coleman lanterns. Packed ½ doz. to box, 1 gross to display carton.

No. 23R21.

Per doz. ..... .90

Per gross 10.58

WATER SPORTS EQUIPMENT

Voit Swim Mask. Soft green rubber mask [illegible] for comfort. Brass band secures [illegible] Keeps water out of eyes, nose, mouth. Allows unobstructed vision. Fully adjustable headstrap.

No. 3R151. Each. 1.65

Voit Swim Goggles. Made of soft green rubber with adjustable frames. Permits one to see clearly underwater. Protects eyes from salt and other chemicals. Fully adjustable head band.

No. 3R152. Per pair.....1.05

Voit Adjustable Swim-Fins. Newly [illegible] effective safety and power in the water. Lightweight, comfortable. Made of soft green rubber, they float.

No. 3R153. Adjustable up to shoe size 6. Per pair. 3.35

No. 3R154. Adjustable up to shoe size 11. Per pair.....3.35

Ta-Pat-Co Ring Buoy. Filled with new Java Kapok [illegible] with heavy, water resistant P[illegible]roxylin treated duck. Lighter than cork, wear [illegible] to handle w[illegible] with man[illegible] ameter 7" [illegible] 15

No. 3R105. Each . 5.45

6 or more. Each 5.20

Ta-Pat-Co Stay-A-Float. Newly designed swim vest for children. Filled with new Java Kapok for utmost buoyancy all electronically sealed in Vinyl plastic material. The Kapok keeps dry for the life of the jacket. Cannot slip up or down or come off accidentally. Adjustable straps. Available in bright orange color. Packed each in box.

No. 3R101. Small size, age 2-4 years. Each...2.79

No. 3R102. Medium size, age 4-7 years. Each 3.04

No. 3R103. Large size, age 7-12 years. Each. 3.50

Ta-Pat-Co. Sportster Life-Save Vest. Comfortable and light weight vest filled with new Java Kapok [illegible] Adjustable [illegible] complies with Federal Motor Boat Law Specifications. Packed 6 to carton.

No. 3R107. Each..... .5.52

6 or more. Each.....5.27

Ta-Pat-Co Fisherman's Pride. Fisherman's boat cushion made of heavy drill [illegible] mouth green color. Size 14" x 16" x 2". Government Approval No. 160,008-11-0. Packed 6 to carton.

No. 3R106. Each 3.21

6 or more. Each 3.06

Ta-Pat-Co Life Preserver Cushion. [illegible] cushion covered with [illegible] with strong welted seams. Filled with new Java Kapok. Size 15"x15"x2". Government approval No. [illegible] Packed 3 to carton.

No. 3R104. Each 2.90

3 or more. Each. 2.75

Hodgman FunFlote. Made of strong duck fab[illegible] Bright wide st[illegible] designs and plain colors fast to sun and salt water. Smallest [illegible] can support two adults largest size 3 to 4 with safety. Safety rope on end.

No. 3R121. Size 5" x 48". Each 12.08

No. 3R122. Size 25" x 72". Each 15.91

Plastic Boat. [illegible] welded [illegible] plastic [illegible] with inflated bottom. Length 6 feet, capacity 3 persons. Manufactured with [illegible] inflation easy [illegible] be used for fishing, hunting, or all water sports. Each in box with mail [illegible] Folds [illegible] for easy [illegible]

No. 3R123. Each 10.58

Hydro-Flite Standard Aquaplane. Constructed of marine plywood with hardwood bow cleat for reinforcement. Attractively finished with [illegible] hard ropes and [illegible] rubber [illegible] Size 66" x [illegible] Shipping weight 28 lbs.

No. 3R143. Each . . 14.12

Aquaplane Tow Rope. 75 ft. manila rope with bridle.

No. 3R144. Each..... 2.50

(Aquaplanes shipped direct from Illinois factory.)

Hydro-Flite Standard Water Skis. Popular model ski with both beginners and experts. Made of fully seasoned [illegible] woods with laminated permanent bend. Bright colored enamel finish. Adjustable harness [illegible] motors. Size 5'10" x 6½". Packed each pair in carton, shipping weight 18 lbs.

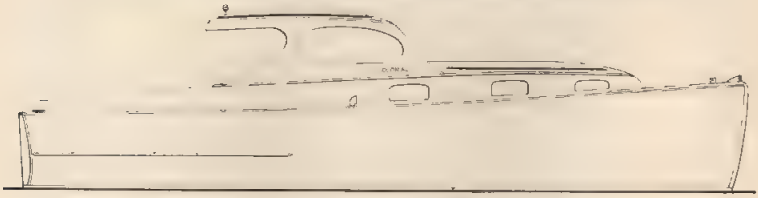
No. 3R141. Per pair 18.22

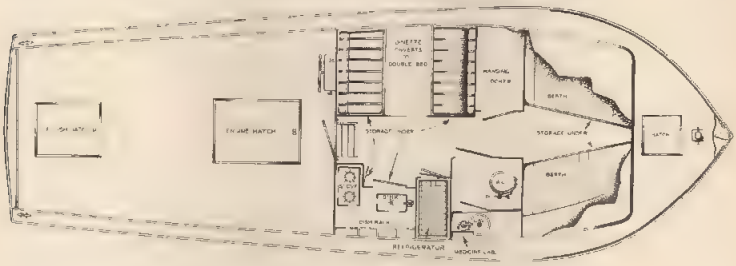
Hydro-Flite Outboard Water Skis. Same as above with extra large riding surface. Very stable riding qualities at lower speeds. Size [illegible] Weight 21 lbs.

No. 3R142. Per pair.....19.10

(Water Skis shipped direct from Illinois factory.)

COLONIAL CRUISERS





Step aboard one of the new 33 foot Colonial Cruisers and we know that you will agree that they are the finest in their size.

Your first reaction will be that the craftsmanship and rich luxurious finishes are unsurpassed. You will then be amazed at the feeling of exceptional roominess. You will like the privacy of the new twin-stateroom arrangement. The more you study the various details that have been planned for your comfort afloat you will notice that the large clothes locker provides plenty of room, that the galley with the home-like 13 cubic foot capacity refrigerator is ample to store sufficient food to satisfy those huge appetites you will have afloat. The dinette is larger than the average — the deeply upholstered berth cushions with their attractive covering are not only pleasing to the eye but are also as comfortable as your home furniture.

Investigate still further and you will notice that the "time-tested" construction is exceptionally heavy. The husky oak keel and frames and swamp cedar planking with Everdur fastenings and hand caulked seams all help to make Colonial the strongest and heaviest boat on the market.

In spite of their unusual weight the Colonials are fast with moderate horse-power. The exclusive design, a combination of vee and round bottoms, has been developed by Colonial engineers over a period of many years. Look carefully at the clean bottom lines and exceptional flare. You will then realize why Colonials can maintain good speed, even when the going is rough and also why they are unusually dry.

For 1952 we are concentrating only on this new 33 footer. Select the Sport Cruiser as sketched above—or the sedan Wanderer that will also be available—depending upon your boating needs and get set for years of "Care Free Cruising."

See us at the New York Show, or write:

COLONIAL BOAT WORKS, INC. Drawer 309 MILLVILLE, NEW JERSEY

COLONIAL CRUISERS

HERE is the way the 33 foot Colonial Sport Cruiser looked in the recent New York Motor Boat Show. No wonder why Colonial won such praise.

Look at the seaworthy lines of this outstanding vee bottom cruiser. Note the forward escape hatch from which it is easy to handle anchor and lines.

But—if you missed the show—you also missed seeing the real hit of the show! You should step aboard and see the enormous amount of livable room in the Colonial. You should see why women fell in love with this boat. The men too realized that this was a real family boat with plenty of room. The large home-like refrigerator amazed people. The clothes locker is so large that two people can step into it at one time! And the twin stateroom privacy was a new innovation. No other make has so many desirable features.

YOU OWE IT TO YOURSELF TO SEE THE COLONIAL THE MOST TALKED OF BOAT OF THE SHOW

For information, write:

COLONIAL BOAT WORKS, INC. **Drawer 39** **MILLVILLE, NEW JERSEY**

Tell Your Newsdealer NOW
To Reserve Your Copy of

April

MOTOR BOATING

Annual Fitting-Out Number

Forty Cents a Copy

NEW 1952 "LITTLE GIANT" BOAT TRAILERS!

"Trails Like a Shadow"

The new complete line of Little Giants for '52 has everything! New Improved, Sweeteoffs Proven Superior Design for better all 'round performance. "Little Giant" will thrill the most enthusiast who wants a Dependable Rugged, Lightweight High Quality trailer at a Low Price. Select A Trailer to fit your needs from new models available. Weight capacities up to 5000 lbs. Exclusive features such as Semi-Elliptic Springs to reduce road shock. Rubber Mounted Shackles to eliminate greasing and prevent freezing. For smaller L.B. and M.B. model, keel rollers and winches as additional accessories to facilitate loading and launching boats.

L. B. MODEL ILLUSTRATED
$119.50

America's Leading Boat Trailer!

Order now at your dealers or write for '52 catalog

CHAUVIN INDUSTRIES, INC. 383 SHREWSBURY STREET WORCESTER 4, MASS

For Shallow-Water Navigation . . .

THE

"SUBSCOUT"

A pressure-activated, shallow-water warning indicator that gives a constant, accurate depth reading, while underway, of those critical first few feet. Indicates to 24 feet in large foot-graduations.

- Tried and proven—**unconditionally guaranteed!**
- M100—comes with 25' line, portable -- $69.95
- M200—comes with 50' line for permanent installation $89.95
- **Write for full particulars.**

Expending

AERCO INDUSTRIES, 1200 Main St., Springfield, Mass.

TOPPER

Outboard Cruisers

No Compromise with Quality, Safety Seaworthiness, Livability

WRITE FOR FREE BROCHURE

TOPPER BOAT CO.

536 N. Patterson Park Ave., Baltimore, Md.

AUTOMATIC PISTOLS
Colt's

THE SUPER .38 CALIBER
Same frame as the Government .45 but chambered for nine .38 automatic cartridges. Blued finish, length barrel 5 inches. Checked walnut stock, fixed partridge type sights

No. CA385—Wt. 39 ozs.	Each	$65.00
Extra Clips	"	2.50

GOVERNMENT .45 CALIBER
This is the official side arm of the United States military services. Chambered for seven .45 automatic cartridges. Blued finish, length barrel 5 inches, checked walnut stocks, fixed partridge sights.

No. CA455—Wt. 39 ozs.	Each	$65.00
Extra Clips	"	2.50

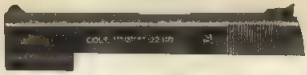
ZEPHYR COMMANDER
Fixed type ramp front sight glare-proofed. Arched housing. Trigger grooved. Mauser type hammer. Checkered stocks.

No.	Caliber	Weight	Each
ZC45	.45	26½ ozs.	$65.00
ZC38	.38	26½ "	65.00
ZC9	9 mm	26½ "	65.00

One in a box

Extra Clips ..... Each $3.25
Specify caliber

CONVERSION KIT
Colt's



For converting Colt .45 or Super .38 Automatic Pistols to caliber .22. All parts necessary to convert to .22 caliber long rifle. No tools required.

No. CA2245 ..... Each $40.00
One unit in a box

COLT'S REVOLVERS
Police Positive Special

A medium weight police arm, six shot, double action, blued finish, checked walnut stock. Chambered for 32-20 (.32 Winchester), and .38 short or long Colt, .38 Colt special, .38 S & W special (full and mid range loads), .38 Colt special high speed, .38 S & W high speed and .38-44 S & W special cartridges.

No.	Caliber	Barrel	Weight	Each
CPS384	.38	4 ins.	22 ozs.	$65.00
CPS324	.32	4 "	22 "	65.00

Official Police

Built on a .41 frame, chambered for .22 long rifle regular or high speed; .32-20 (.32 Winchester); .38 short and .38 long Colts, .38 Colt special, .38 S & W special, regular and high speed and .38-44 S & W special; and .41 short and long Colt. Blued finish, checked walnut stocks.

No.	Caliber	Barrel	Weight	Each
OP226	.22	6 in.	38 oz.	$65.00
OP384	.38	4 "	30 oz.	65.00
OP385	.38	5 "	31 "	65.00
OP386	.38	6 "	34 "	65.00

COLT'S REVOLVERS
Officers' Model Special

Built on .41 caliber frame, with adjustable partridge target sights. Chambered for .22 long rifle regular or high speed; .38 short and long Colt, .38 Colt special and .38 S & W special both regular and high speed and .38-44 S & W special. Blued finish, checked walnut stocks.

No.	Cal.	Bar.	Wgt.	Each
OMS226	.22	6 in.	38 oz.	$75.00
OMS386	.38	6 "	36 "	75.00

Detective Special

With short 2-inch barrel, designed especially for pocket use, otherwise the same as the Police Positive Special. Chambered for the same .38 caliber cartridges. Weight 21 ounces.

No. CDS382—.38 caliber ..... Each $65.00

Cobra

Weighs 15 ounces. Fixed type ramp front sight, grooved trigger. Checkered stocks. Length barrel, 2 inches.

No.	Caliber	Each
Cobra	.38 Special	$68.50
	.38 New Police	68.50
	32 New Police	68.50

One in a box

SHOTGUNS

Iver Johnson

CHAMPION, SINGLE SHOT

Best quality, hammer forged steel barrel, full choke, takedown. Black walnut trap style fore-end and stock with pistol grip. Automatic ejector.

Nos.	Gauge	Length barrel	Wt. each	Each
312	12	30 inches	6½ lbs.	$23.95
316	16	28 "	6 "	23.95
320	20	28 "	6 "	23.95
341	410	26 "	6 "	23.95

Note: The 410 gauge is chambered for 3 inch shells
One in a box

DOUBLE BARREL
L. C. SMITH IMPROVED FIELD GRADE

Blued armor steel barrels with single sighting plane rib, left full choke, right modified. Selected walnut stock and fore-end, hard rubber butt plated and grip cap Full pistol grip.

Non-Ejector

No. FWSF—	.12 ga.,	30 in.	barrel,	wt. 7	lbs.		Each	$99.80
	.16 "	28 "	"	" 6¾	"		"	99.80
	.20 "	28 "	"	" 6¼	"		"	99.80
	.410 "	26 "	"	" 6	"		"	99.80

With Automatic Ejector

No. FWESP —	.12 ga.,	30 in.	barrel,	wt. 7	lbs.		Each	$126.15
	.16 "	28 "	"	" 6¾	"		"	126.15
	.20 "	28 "	"	" 6¼	"		"	126.15
	.410 "	26 "	"	" 6	"		"	126.15

Note: The .410 gauge is chambered for 3-inch shells.

AUTOMATIC PISTOLS

Colt's

WOODSMAN SPORT MODEL

Chambered for 10 shots, .22 long rifle greased cartridges, regular or high speed. Partridge front sight, with rear sight adjustable for windage. Checkered walnut stock. Blued finish.

No.	Lgth. bbl.	Weight	Each
C224½	4½ ins.	27 ozs.	$70.00

WOODSMAN TARGET MODEL

C226	6 "	29 "	70.00
Extra Clips			4.00

WOODSMAN MATCH TARGET MODEL

Chambered for ten shots, .22 long rifle cartridges. Hand finished action, velvet-smooth. Barrel of special weighted design, slightly tapered, with flat sides. Fixed front sight, rear sight adjustable with adjustments for both elevation and windage. Grooved trigger of special design with excess travel and backlash removed. Checkered walnut stock, designed to cover front strap and extend below bottom strap. Blued finish.

No.	Lgth. bbl.	Weight	Each
C224½HB	4½ ins.	36 ozs.	$85.00
C226HB	6 "	36 "	85.00

CHALLENGER

Chambered for .22 long rifle cartridges. Ten shot magazine. Fixed front sight. Coltwood grooved stocks.

No.	Length barrel	Weight	Each
CH224½	4½ ins.	30 ozs.	$52.50
CH226	6 "	31½ "	52.50

One in a box

FINE BICYCLES

★ BUILT-IN "PROTECTO-LOCK"

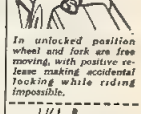
★ COIL SPRING FORKS

ABOVE FEATURES OPTIONAL

In the available space we cannot begin to list the many fine features that these COLUMBIA bicycles have built into them. Immediately below we list some outstanding ones and will supply completely illustrated and detailed circular upon request.

Metals used throughout are of the finest quality and greatest strength of those used in any bicycle built. Bonderized frame is finished with Dupont Duiax enamel baked on and long lasting Dust proofing and rust resistant methods are used entirely. All welded and bolted points are carefully completed and inspected. The Custom Deluxe Models model shown at left has electric headlight and horn, electric tail light, coil spring easy riding fork, built-in fork lock and genuine leather seat padded with sponge rubber. It can be bought without coil spring and built in lock as listed below. Lots of chrome trim.

A new fork crown lock with direct locking bolt of great strength, made by famous Corbin Cabinet Lock Co., especially for Columbia



In unlocked position wheel and fork are free moving, with positive release making accidental locking while riding impossible.

In locked position with key removed, wheel and fork are locked at angle making riding impossible.

MODELS FOR MEN

Red or Blue. Be Sure To State Color

WITH COIL SPRING AND BUILT-IN LOCK—Our finest bicycle. Shpg. wt. crated, about 68 lbs. (Mfrs. R17LS.)
V9251—
Each **$59.50**

WITHOUT SPRING OR LOCK—Otherwise as illustrated and described. Shpg. wt. crated, about 60 lbs. (Mfrs. R17.)
V9252—Each **$53.75**

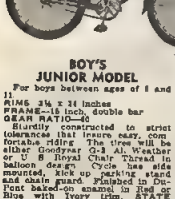
MODELS FOR WOMEN

Red or Blue. Be Sure To State Color

WITH COIL SPRING AND BUILT-IN LOCK—Women's style frame otherwise as above. Shpg. wt. crated, about 60 lbs. (Mfrs. R16TLS.)
V9253—
Each **$59.20**

WITHOUT SPRING OR LOCK—Otherwise as above. (Mfrs. R16T.)
V9254—Each **$53.15**

ALLOW 10 TO 20 DAYS ON ALL BICYCLE SHIPMENTS



LOW PRICED ADULT MODELS

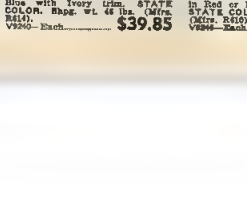
These bicycles have been stripped of all unnecessary accessories but the quality of the materials has not been skimped and the workmanship is the same as goes into Deluxe models listed above. They are hard working, utility bikes that will stand up under a lot of use and abuse. Come equipped as illustrated in Red or Blue baked-on enamel finish contrastingly trimmed STATE COLOR.

MODEL FOR MEN

Double bar frame. Comfort seat. Kick down stand. (Mfrs. R59.)
V9255—
Each **$38.75**

MODEL FOR WOMEN

Double bar frame. Comfort seat. Kick down stand. (Mfrs. R60.)
V9256—
Each **$38.75**



JUNIOR AND JUVENILE COLUMBIA BUILT BICYCLES

The boys' and girls' bicycles illustrated at left and right and listed below are made of the same fine materials, in the same famous factory and by the same expert workmen as the adult size cycles above. The tubing used is made to special Westfield specifications. Chrome plated handlebars and rims. Handlebars are Torrington Pope Terrss style with one-piece drop forged stem and rubber grips. The rims are hook edged.

NOTE—The Juvenile model does not have a chain guard.

BOY'S JUNIOR MODEL

For boys between ages of 8 and 11.

RIMS—2¼ x 24 inches
FRAME—15 inch, double bar
GEAR RATIO—60

Sturdily constructed to strict tolerances that insure easy, comfortable riding. The tires will be either Goodyear G-3 All Weather or U S Royal Chair Thread in balloon design. Cycle has side mounted, kick up parking stand and chain guard. Finished in DuPont baked-on enamel in Red or Blue with Ivory trim. STATE COLOR. Shpg. wt. 46 lbs. (Mfrs. R614).
V9260—Each **$39.85**

BOYS' JUVENILE MODEL

For boys between ages of 4 and 8.

RIMS—2¼ x 20 inches
FRAME—13 inch, double bar
GEAR RATIO—50

Constructed to the same strict specifications and tolerances as the adult size cycles. Come equipped with either Goodyear G-3 All-Weather or U S Royal Chain Tread tires in balloon design. Cycle has side mounted kick-up parking stand, NO CHAIN GUARD. Finished in DuPont baked-on enamel in Red or Blue with Ivory trim. STATE COLOR. Shpg. wt. 42 lbs. (Mfrs. R610).
V9261—Each **$36.75**

GIRLS' JUVENILE MODEL

For girls between ages 4 and 8.

RIMS—2¼ x 20 inches
FRAME—13 inch, double bar
GEAR RATIO—60

They are going to ride someday so they might as well learn young and on this sturdy, comfortable, handsome model. Goodyear or U S Royal tires in balloon design. Cycle has side mounted kick-up parking stand. NO CHAIN GUARD. DuPont baked-on enamel finish in either Red or Blue with Ivory trim. STATE COLOR. Shpg. wt. 42 lbs. (Mfrs. R620).
V9262—Each **$36.75**

GIRLS' JUNIOR MISS MODEL

For girls between ages of 8 and 11.

RIM—1¾ x 24 inches
FRAME—15 inch, double bar
GEAR RATIO—60

Built to withstand the hard usage that grade school pupils give their cycles. Equipped with either Goodyear or U S Royal balloon design tires. Cycle has side-mounted, kick up parking stand and chain guard. DuPont baked-on enamel finish in Red or Blue with Ivory trim. STATE COLOR. Shpg. wt. 43 lbs. (Mfrs. R624).
V9263—Each **$39.85**

Strom BecKer Solid Models BUILT TO SCALE

PIPER CLUB CRUISER

SWIFT LAND PLANE

CONVAIR FLAGSHIP

LOCKHEED JET

79-CENT RETAIL—Two of the best known planes in America reproduced in scale model miniatures. Western Pine parts, ready shaped. Wing spread of Convair 10 in., of Lockheed Fighter 8½ in. The Lockheed Fighter Jet comes with display stand. Shpg. wt. dozen, 4 lbs.

CONVAIR FLAGSHIP—(Mfrs. C38.)
N4766—Dozen $6.32

LOCKHEED JET (Mfrs. C48.)
N4789—Dozen $6.32

ASSORTMENT—(6 of each number).
N4729—Dozen $6.32

PIPER CUB SEASCOUT

SWIFT SEA PLANE

59-CENT RETAIL—Buy them as individual numbers or as an assortment. Built to scale, ¼ inch to 1 foot. Ready shaped parts, easy to assemble and needing only to be sanded after assembling. Wing span 7½ inches on Swift, 8½ inches on Cubs. Shpg. wt. dozen 2½ lbs.

CUB CRUISER—(Mfrs. C34.)
N4764—Dozen $4.72

SWIFT LAND PLANE—(Mfrs. C35.)
N4767—Dozen $4.72

CUB SEASCOUT—(Mfrs. C37.)
N4765—Dozen $4.72

SWIFT SEA PLANE—(Mfrs. C46.)
N4792—Dozen $4.72

ASSORTMENT—(3 of each number)
N4765—Dozen $4.72

NOTE

Wood parts are of solid clean Western Pine. Pieces are ready shaped. No carving tools required. Glue, sandpaper and illustrated instructions are furnished in all kits.

BLACK WIDOW

$1.19 RETAIL

DC 6 FLAGSHIP

Scale model in a commercial airliner and in a twin engined night fighter. Wingspan of the Flagship, 18 in.; of the Black Widow, 11 in. Fully complete with decals, propellors, etc. Shpg. wt. dozen, 7 lbs.

FLAGSHIP—(Mfrs. C38.)
N4770—Dozen $9.52

BLACK WIDOW—(Mfrs. C38.)
N4780—Dozen $9.52

ASSORTMENT (3 of each number)
N4771—Dozen $9.52

NO. AMERICAN SABRE

F80 SHOOTING STAR

BEECHCRAFT BONANZA

DOUGLAS FLAGSHIP

DOUGLAS SKYROCKET

69-CENT RETAIL

Display stands included in the Sabre, Shooting Star and Skyrocket kits. Wingspans range from 4¾ inches on the Skyrocket to 10¼ inches on the Douglas Flagship. Shpg. wt. dozen average 3 lbs.

N4773—Sabre (Mfrs. C44.)

N4774—Bonanza. (Mfrs. C41.)

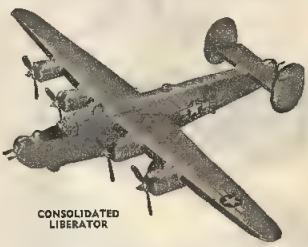
N4775—Wingship. (Mfrs. C45.)

N4782—Star. (Mfrs. C42.)

N4783—Skyrocket. (Mfrs. C43.)

N4784—Assortment.

DOZEN $5.52



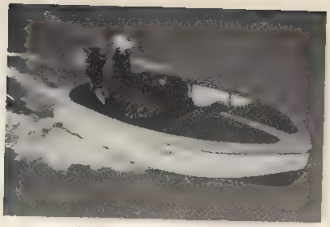
CONSOLIDATED LIBERATOR

RETAILS $1.89—(Mfrs. C75.) Four engine, heavy bomber built to 1/6 inch equals 1 foot scale. Wingspan 13¼ in. Includes complete ready-shaped parts in Western Pine and all necessary plastic or metal parts. History and battle record book also included. Shpg. wt. dozen, 12 lbs.

N4787—
Sample ..... $1.35 Dozen $15.12

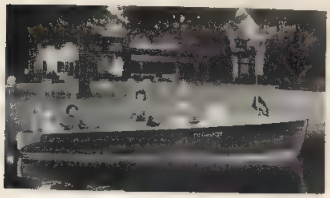
B29—SUPER FORTRESS (Not Illustrated.) Retails $3.00. Wingspan, 28¾ in. Shpg. wt. dozen, 20 lbs. (Mfrs. C250.)

N4795—
Sample ..... $2.15 Dozen $24.00



Correct Craft's 12' Outboard is a real value. Same careful construction as our larger boats

in this family of models . . . there's a model for you!



This speedy 18' Utility is the choice of major water ski schools. Perfect for all-around family use.

There's a whole big, beautiful family of Correct Craft boats—from the sleek 42' luxury cruiser to the snappy 12' outboard. Choosing your Correct Craft is no problem—for everyone is one you'd like to own. Chances are that one model will so exactly fit your requirements that you will know it instantly as your boat. No matter which model you choose, you'll get top performance and real value. More than 26 years experience backs the design and manufacture of Correct Craft—always built to quality standards that insure lasting satisfaction.

The luxurious new 42' Cabin Cruiser combines beauty and comfort with efficiency and economy in both maintenance and operation. Sleeps 9.

Visit us at any time. The Titusville plant is located on both U. S. Highway #1 and Florida's Inland Waterway. The Pinecastle plant is 5 miles south of Orlando, in the center of the state.

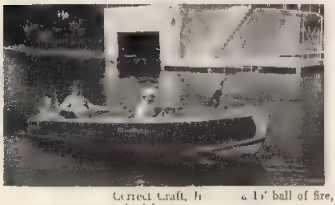
Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

the new "42" for '52 . . .

The new 42' Cabin Cruiser for '52 has added features, too numerous to detail here. Your inquiries invited.

A new 18' for '52! 7' beam with speeds up to 40 mph depending upon power. It's the choice of the major water ski schools in the U. S. and Canada. Priced from $2,517.



Correct Craft, h[illegible] a 15' ball of fire, priced from . . . . . $1,610.

Forty-two feet of luxury cruising for a memorable '52—and years to come! This Correct Craft 42', with dozens of new features for comfort, enjoyment, efficiency and economy proves again the Correct Craft reputation for quality and skill.

- Correct Craft's own trailer trucks insure prompt delivery.
- 26 years' experience in boat building
- Our Titusville plant is located on Florida's inland waterway.
- You are always welcome at the Correct Craft plants.

● **See us at the Chicago Boat Show, Feb. 1-10, 1952; the Miami Show, Feb. 15-20, 1952.**

Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

This speedy 18′ Utility is the choice of major water ski schools. Perfect for all-around family use.

there is a Correct model for You in '52

The luxurious new 42′ Cabin Cruiser combines beauty and comfort with efficiency and economy in both maintenance and operation. Sleeps 9.

Correct Crafts's 12′ Outboard is a real value Same careful construction as our larger boats

We're proud of the whole family of Correct Craft boats—from the sleek 42′ luxury cruiser to the snappy 12′ outboard. 26 years experience backs the design and manufacture of Correct Craft—always built to quality standards that insure superior performance and lasting satisfaction.

Visit us at any time. The Titusville plant is located on U. S. Highway #1 and Florida's Inland Waterway. The Pinecastle plant is 5 miles south of Orlando, in the center of the state.

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PINECASTLE AND TITUSVILLE FLORIDA

the new "42" for '52

See us at the New York boat show, Jan. 11-19; the Chicago Boat Show, Feb. 1-10, 1952.

The new 42' Cabin Cruiser for '52 has many added features too numerous to mention. Your inquiries invited.

Forty-two feet of luxury cruising for a wonderful '52 and years to come! The Correct Craft 42' with dozens of new features for comfort, enjoyment, efficiency and economy proves the Correct Craft reputation for quality and skill.

- Correct Craft's own trailer trucks insure prompt delivery.
- 26 years' experience.
- Our Titusville plant located on Florida's inland waterway.
- You are invited to visit the Correct Craft plants anytime.

A new 26' for '52' 7' beam with speeds up to 40 mph, depending upon power. It's the choice of the major water ski schools in the U. S. and Canada. Priced from $2,617

Correct Craft, Jr. . . . A 15' ball of fire, priced from $1,610.

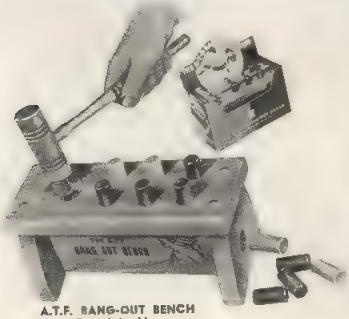
Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

The BIG THREE LEADERS

TOOL SETS — Complete Line

WOODBURNING SETS — Complete Line



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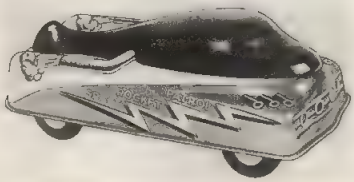

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This is one of the many new friction mechanical toys made by Courtland Manufacturing Co.

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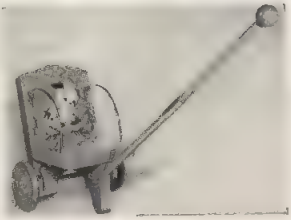
New GONG BELL STROLLER CHIME

popular • entertaining • fast selling



No. 250 Stroller Chime

That's what toy dealers everywhere are saying about the new Gong Bell Stroller Chime. Made to hold a doll or teddy bear, this brightly lithographed stroller with plated gongs and plated arm rests provides realistic play appeal for little boys and girls.

Gong Bell Toys are always moving.

THE GONG BELL MFG. CO.
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Famous COWEN TABLES with Padded Leather Tops

STEP TABLE

Hand padded leather top with hand tooled gold trim. Crotch Mahogany sides aprons and drawer fronts with Pearwood inlays. Antique Brass pilasters. 2 drawers and back compartment All Mahogany Upper top 18x10½", 27½ deep, 26" high 48 lbs (#215)
No 12H-4428
Index 1-10530 LIST **159.50**

DRUM TABLE

Hand padded leather top with hand tooled gold trim Outer edges of top banded with Mahogany veneer. Crotch Mahogany aprons with Satinwood Pearwood and Mahogany inlays Antique brass ornaments One drawer Top 34x34", 29½" high 124 lbs (#102).
No 12H-4408
Index 1-11970 LIST **179.95**

NEST OF TABLES

Hand padded leather on all 3 tops—hand tooled gold trim Marquetry inlays on legs, drawer front and aprons Crotch Mahogany overlay on tops All Mahogany Outer table top 24x17" (38" with leaves extended) 90 lbs. (#737)
No. 12H 4409
Index 1-12420 LIST **189.50**

DROP LEAF LAMP TABLE

Hand padded leather top with hand tooled gold trim Crotch Mahogany drawer front, back and top overlay. All genuine Mahogany. Top 23x18" (38" with leaves extended). 28" high. 40 lbs. (#106)
No. 12H-4415.
Index 1-8710. LIST **129.95**

LAMP TABLE

Hand padded leather top with hand tooled gold trim. Crotch Mahogany drawer front aprons and top overlay All genuine Mahogany Top 24x17", 28½ high 30 lbs (#732
No 12H-4416
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CHAIRSIDE LAMP TABLE

Hand padded leather top with hand tooled gold trim Crotch Mahogany aprons, shelf and top overlay One drawer All genuine Mahogany Top 27x16 [illegible] high 40 lbs (#221)
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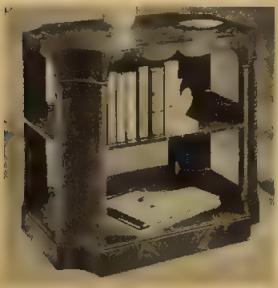

BOOK-LAMP TABLE

Hand padded leather top with hand tooled gold trim All outer surfaces Crotch Mahogany, All genuine Mahogany. Two shelves hold books, magazines or knick-knacks. Top 26x19" 25" high, 42 lbs #2 7
No. 12H-4410
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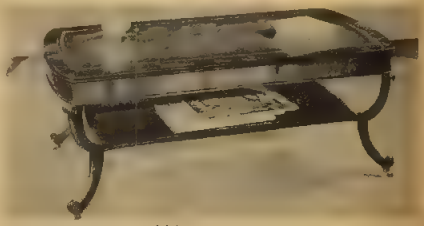
COWEN TABLES SHIPPED F.O.B. CHICAGO



COCKTAIL TABLE

Hand padded leather top with hand tooled gold trim Crotch Mahogany aprons and top overlay Handy bottom shelf All Mahogany. Top 45½x22", 17" high.
No 12H-4407. (#435). 83 lbs
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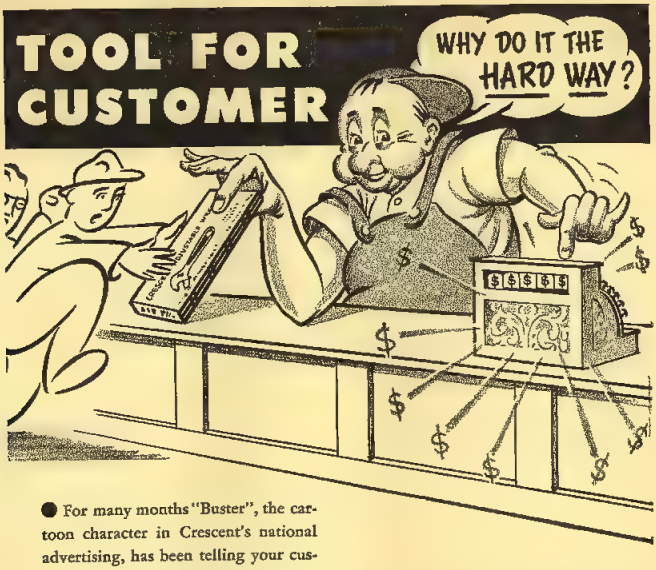
TOOL FOR CUSTOMER



● For many months "Buster", the cartoon character in Crescent's national advertising, has been telling your customers, "There's a Crescent Tool for every job." He has sent thousands of tool buyers to Hardware Dealers all over America. Now he's reminding you that in the broad CRESCENT and CRESTOLOY line, there's one or more tools that you can sell to each and every customer.

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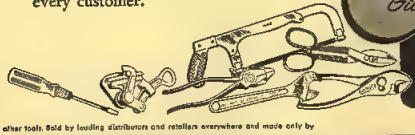

other tools. Sold by leading distributors and retailers everywhere and made only by

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There's a CRESCENT EVERY HARDWARE

102,755 TOOL BUYERS ARE NOW USING THIS FREE BOOK!

This profusely-illustrated, twenty-eight page booklet is being featured in Crescent's national advertising. Requests for thousands of copies are received every month from amateur and professional mechanics, trade, vocational and service schools, and from industry and government. In addition to "how-to-do-it" information, it illustrates and describes about fifty of the most popular Crescent and Crestoloy Tools.

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and

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Sorry to disappoint hundreds of families!

Until the present defense emergency arose, every year hundreds of families enjoyed their new Cruis-Alongs, proud of the finest little craft afloat.

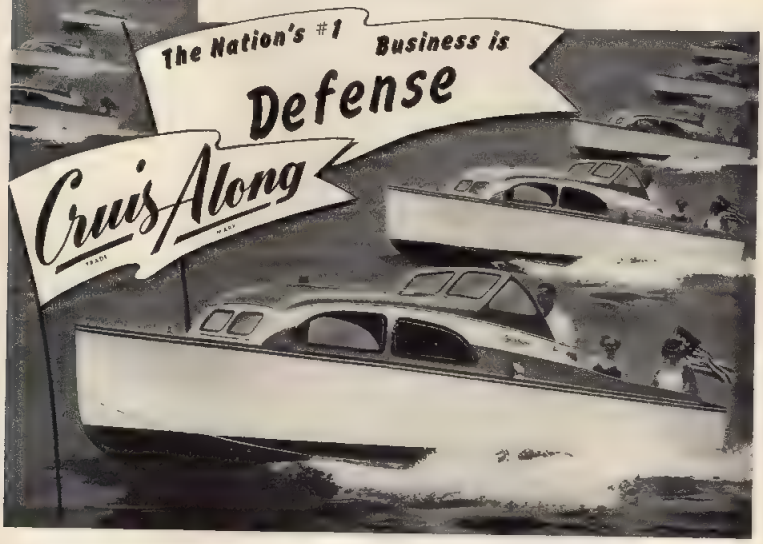
Naturally we'd rather be turning out Cruis-Alongs—but we've turned our yard and crew to tending the nation's #1 business, building for the U. S. Navy.

Until we can return to building Cruis-Alongs for you, please rely on your Cruis-Along dealer to keep your craft in top condition.

Like you, we hope that this present emergency will soon be over. Until then, join us in tending the nation's business—and invest in your country's defense by buying United States Defense Bonds.

M. M. DAVIS & SON, Inc. • Solomons, Md.

Boat Builders for over 70 Years



DOWN TO THE SEA ONCE MORE

(*Continued from page 34*)

boat's length. This includes both the power plant and the hull with their accessories and equipment. A 25-footer, for example, of average type will require in the neighborhood of 6 to 8 days to commission.

Speaking of cleanliness, warm water is often difficult to come by in the average yard. If you are fortunate in having a stove aboard which will provide you the means for heating sufficient water, the work of cleaning and scrubbing will be that much easier. It is truly remarkable the impression good warm water and a present day non-streaking detergent can make!

Now for the Paint Work

Upon completion of the preliminary, but highly essential, work of cleaning, the paint work should follow. I should advise securing a copy of any of the leading paint manufacturers' manuals. The International Paint Company, for example, has a book entitled Directions for use of Interlux Marine Finishes which is of great value. The Woolsey people will be glad to send you, upon receipt of 25¢, a copy of their booklet entitled How To Paint Your Boat. In the latter tools of the trade are described as well as methods to follow for their proper care. The correct procedure from beginning to completion is presented in a pleasant-to-read style. Methods of determining the amounts of paint (refer to accompanying chart) required for boats of various overall dimensions are

Average Quantities of Paints and Other Items Required in Outfitting Boats of Various Sizes and Types

	18-Foot Run-about	25-Foot Run-about	30-Foot Cruiser	36-Foot Cruiser
Deck: Two coats, including cockpit floor	1 quart	2 quarts	3 quarts	1 gallon
Topsides: One coat yacht white and two coats enamel	1 pint 1 quart	1 pint 1 quart	1 quart 2 quarts	2 quarts 1 gallon
Bottom: Two coats of red copper (or other color)	2 quarts	2 quarts	3 quarts	1½ gallons
Bright work: 3 coats spar varnish, coamings, woodwork, etc.	1 quart	2 quarts	1 gallon	1½ gallons
Seam composition	1 pound	1 pound	2 pounds	3 pounds

(The above quantities were arrived at on the assumption the boat is in average condition—not if she is new or had been burned off.)

included as well as a full array of valuable details presented for the benefit of the amateur.

The application of paint or varnish to any other than a *dry* and *clean* surface is futile. It will result only in blistering, peeling and complete disappointment. This applies both inside and outside the hull.

Specific problems which arise in the process of readying the boat for launching involving complications outside the realm of "fitting-out" may well be answered in MoToR BoatingG's latest publication entitled Boat Maintenance Afloat and Ashore, Parts I and II. An investment in these excellent books will be repaid many times over by this most valuable presentation of practical advice.

Proper Ventilation Important

To continue with the general problems of fitting out we must not neglect the important function of proper ventilation. An improperly ventilated boat is quite likely to be very damp inside with a film of sticky, salt-laden moisture on bulkheads and elsewhere. The exposed metal on the engine and other fittings may be badly rusted because of this condition. The ever-changing temperature outside the boat with the interior accepting these changes at a slower rate will create sweat (condensation) which is capable of doing considerable damage. It is therefore advisable to open up as much of the cabin as possible—with all locker doors open, floor boards up, hatches left ajar—to allow a circulation of air

Lew France's motto:

"Marlin or bust"

"...and no other boat could catch her or match her!"

"On our 24-foot Miss Delmar Cruis-Along we made Ocean City, Maryland, from Baltimore, in 9 hours, 20 minutes.

"Experts said we were *too small* for serious fishing. But many times we were the envy of big charter boat skippers.

"Twenty to 40 miles off-shore . . . we caught ten marlin . . . came back flying proudly the blue marlin flag—*highest score of any private or pleasure boat in the fleet . . . have certificates and pictures to prove it!*

"*The fishingest little boat I've ever owned!* Fastest in the fleet . . . no other could catch her or match Miss Delmar."

★ ★ ★

★ *MARCH WINNER—in our "Spin Your Yarn" contest. Send us your entry—just a simple snapshot and letter about your Cruis-Along experience!*

Monthly Prizes: **1** **Cabin stove**—neat, nautical . . . alcohol burner. **2** **Anchor**—High-Tensile steel Danforth anchor. Mighty 12-pounds. **3** **Fire Extinguisher**—1 qt. approved type. **4** **Life Preserver** seat cushions—smart set of 4! **5** **Sterno Cabin Heater**—little but oh my! **6** **Searchlight**—the Big-Beam portable beauty! Terrific!!

Genuine Imported BLACK FOREST CUCKOO CLOCKS

Black Forest Cuckoo Clock. Calling full time on the hour and once every ½ hour. Strikes gong while calling. Door opens and cuckoo pops out whenever calling. Hand carved bird and leaves. Solid brass 3 x 3 inch movement. Bellows manufactured from genuine ambskin. 15½ x 11 inches without weights.

No. 62W797 Each **15.35**

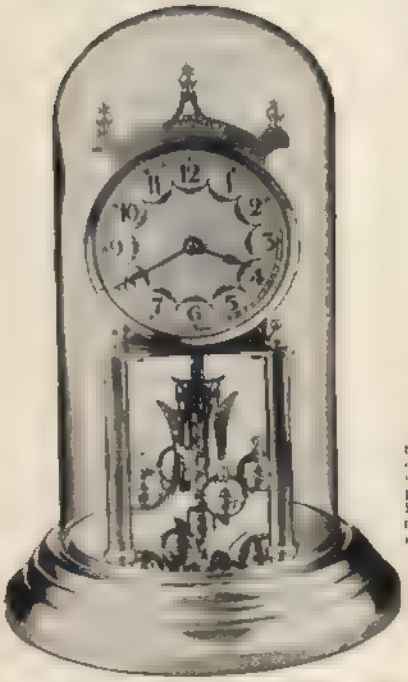
Black Forest Cuckoo Clock. Deep hand carved with two extra birds in dark brown wood. Calling full time on the hour and once every ½ hour. Door opens and cuckoo pops out whenever gong strikes. Solid brass 3 x 3 inch movement. Genuine lamb skin bellows. 17½ x 13 inches without weights.

No. 62W830. Each **18.00**

Black Forest Cuckoo and Quail Clock. Richly carved with extra birds and nest. Quail strikes every fifteen minutes, calling once on ¼ hour, twice on ½ hour, three times on ¾ hour and four times on full hour, followed by Cuckoo calling the full hour. Solid brass 3 x 3 inch movement. Genuine lambskin bellows. Comes with three weights. 19 x 14 inches without weights.

No. 62W831. Each **38.00**

400-DAY CLOCK



Beautiful Polished Brass Base

•

Crystal-Clear Dome

•

Decorated Porcelain-Enameled Dial

Beautiful and distinctive are these 400-day clocks. Two sets of silent winding [illegible] perfectly fashioned [illegible] crystal [illegible] ensures that the clock is winding and keeping perfect time. Overall dimensions: height 13½ inches including dome, base 7½ inches in diameter, dial 3½ inches in diameter.

No. 62W828
Each
25.00

400 Day Clocks leave our stock in perfect condition. We cannot assume responsibility of condition after shipment has been made. No returns will be accepted.

NEW! • • Different • •

Here's how the Jefferson Golden Hour Electric Clock operates. The crystal moves. A gear driver by [illegible] meshes with the gear [illegible] edge of the crystal. The crystal revolves. Therefore, all it [illegible] is attached to crystal by a [illegible] hour hand on [illegible] twelfth of a revolution for every complete revolution of the [illegible] hour hand. In other words, the gear driver [illegible] hour hand [illegible] time the hours.

JEFFERSON GOLDEN HOUR ELECTRIC CLOCK

Durable steel case [illegible] gold plated, [illegible] finish. Trim [illegible] numerals [illegible] with [illegible] telling [illegible] hour. Each case, [illegible] tested [illegible] requirements for [illegible] and [illegible]. Novel [illegible] furniture. [illegible] 7 [illegible] inches wide, 4½ inches long.

RETAIL 22.50

No. 62W832.
1 to 3. Each 13.56
3 or more. Each 13.23

NATIONALLY KNOWN
NATIONALLY USED
NATIONALLY ADVERTISED

For a period of over 100 years the D & M "Lucky Dog" brand has been nationally known and nationally accepted as a mark of quality on athletic equipment.

Designed for and sold only to the legitimate wholesale distributor.

BASEBALL • SOFTBALL
FOOTBALL • BASKETBALL
TENNIS • VOLLEYBALL
SOCCER • TRACK • BOXING

For complete information and catalogs —write your wholesale distributor

THE DRAPER-MAYNARD CO.

4861 Spring Grove Ave. Cincinnati 32, Ohio

D&M
TRADE MARK

AIR RIFLES

Daisy

RED RYDER CARBINE

Lever action, 1000 shot repeater. Equipped with lightning load shot magazine, and a sixteen inch leather saddle thong knotted onto the carbine ring. Wooden fore-piece. Walnut finish pistol-grip stock. Two-power telescope sight with elevation adjuster. Daisy bell ringing target. Ten BB paks, shooting manual and Buddy badge.

No. 311 .....Each $8.50

Ten in a case, weight 62 lbs.

RED RYDER CARBINE

Lever action, 1000 shot repeater. Equipped with lightning load shot magazine, and a sixteen inch leather saddle thong knotted onto the carbine ring. Wooden fore-piece. Walnut finish pistol-grip stock.

No. 111 .....Each $5.75

Six in a case, weight 30 lbs.

SINGLE SHOT

Metal parts of genuine blued, heavy gun steel. Break action. Walnut finished stock. Length 31 inches. Weight 1 pound 10 ounces.

No. 100 .....Each $2.25

One dozen in a case, weight 26 lbs.

NO. 25 PUMP ACTION

Forced feed, 50 shot pump action repeater. Cocks easily by pulling the slide toward the stock. Adjustable rear sight. All metal parts gun blue. Take-down model. American walnut stock with pistol grip. Length 38 inches. Weight each, 3¼ pounds. One in a box.

No. 25 .....Each $7.75

Six in a case, weight 29 lbs.

Daisy

REPEATER

Forced feed lever action. Adjustable open and peep sight. Adjustable sling. Full oval stock and forearm of Fiberon.

No. 141 .....Each $8.35

One in a box

Daisy Target Outfit

Pump gun with extra cork ball barrel. Complete with shot, cork balls scope and targets.

No. 325 .....Each $11.65

One in a box

AIR PISTOLS

Target Outfit

DAISY TARGETEER

Outfit consists of one Targeteer Air Pistol, one metal tube of 500 copper-coated steel shot (caliber .118), one set of spinner targets and 25 target cards. Packed in a carton which forms backstop for targets. Pistol is 10 inches in length, blue-steel finish. Holds approximately 100 shots, is safe to use indoor as well as outdoor.

No. 118—Wt. ea., 1½ lbs. .....Each $3.60

Six in a case

TARGETEER SHOT

Pellets are made of high quality copper coated steel. Five hundred in a metal tube

No. 118S—Wt. tube, 2 ozs. .....Tube $0.23

Fifty tubes in a case

DAISY TARGETTE

Set includes Targeteer pistol, plastic shooting gallery, seven pure white spinning targets and two metal tubes of shot, 400 rounds. For use indoors or outdoors.

No. 320 .....Each $5.65

Ten in a case, weight 22 lbs.

AIR RIFLES

Benjamin

SUPER SINGLE SHOT

Shoots air rifle shot with compressed air. Hard shooting and accurate. Air is compressed by a lever handle pump. Breech loading, bolt action, hammer fire, hair trigger, safety lock. Rear V sight is adjustable for windage. Front blade sight. Gun metal finish barrel. Genuine walnut turned stock and pump handle. Length overall, 35 inches. Gun barrel, 23 inches long. Weight 4 pounds. Furnished completely with one pound steel air rifle shot.

No. 310 ..... Each $18.00

For Shooting Lead Pellets

Same as No. 310 above but for shooting .22 or .177 caliber lead pellets, or steel darts. Furnished with 500 pellets.

No. 312—.22 Caliber ..... Each $20.00
No. 317—.177 Caliber ..... " 20.00
One in a carton, weight 7 lbs.

HANDLE BOLT

Extra handle bolts for above Benjamin air rifles.

No. 365 ..... Dozen $1.80
Loose

AIR PISTOLS

Benjamin

SUPER SINGLE SHOT TARGET PISTOL

Single shot, for shooting .22 caliber lead pellets or steel darts. Lever handle pump. Five or six strokes give ample power for ordinary use, eight or ten strokes will penetrate up to ¼ inch in soft pine. Breech loading, bolt action, hammer fire, hair trigger, safety lock. Partridge type sights, rear sight is adjustable for elevation and windage. Gun metal finish barrel. Butt has genuine walnut stocks. Length overall 11 inches. Net weight 1¾ pounds. Furnished with 500 lead pellets.

No. 132—.22 Caliber ..... Each $20.00
Same as above but for shooting .177 caliber pellets.
No. 137—.177 Caliber ..... Each $20.00
One in a carton, weight 3 lbs.

BENJAMIN LEAD PELLETS

Scientifically designed to form a tight seal in rifle barrel, to prevent loss of compression, assuring maximum power and accuracy in all rifled air guns.

No. 212—.22 Caliber ..... Per 1000 $4.30
No. 211—.177 Caliber ..... " " 3.50
500 in a round metal can.

STEEL DARTS

Steel darts for air rifles in assorted colors. May be reused again.

No. 222—.22 Caliber ..... Dozen $1.20
No. 221—.177 Caliber ..... " .90
One dozen in a box.

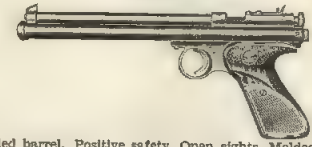
Crosman

Rifled barrel. Open sights, blade type front, adjustable rear. Push type safety. Powered by CO_2 gas. Power adjustable for close or long range shooting. Length, 38¾ inches. Barrel length, 22 inches. Furnished with one CO_2 cylinder.

No. 113—.177 Caliber ..... Each $21.95
No. 114—.22 Caliber ..... " 21.95
One in a carton

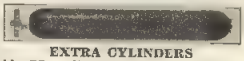
AIR PISTOLS

Crosman



Rifled barrel. Positive safety. Open sights. Molded tenite grip fits either hand. Standard 2½ lb. trigger pull. Powered by CO_2 gas. Adjustable power. Length 12 inches. Barrel length, 8⅛ inches. Furnished with one CO_2 cylinder.

No. 111—.177 Caliber ..... Each $19.95
No. 112—.22 Caliber ..... " 19.95
One in a box



EXTRA CYLINDERS

Extra refillable CO_2 cylinders ..... Each $3.50

CROSMAN SUPER-PELLS

Each pell is perfectly formed by a steel die (not cast) and is finished by a process that rounds off all air-catching edges which spoil the accuracy of ordinary slugs. Contains about 95% pure virgin lead.

No.	Caliber	No. in box	Doz. boxes
177PD	.177	250	$11.40
22PD	.22	250	13.80

Twelve boxes in a carton

No.	Caliber	No. in box	Per 1000
177	.177	500	$3.50
22	.22	500	4.30

BELL TARGETS

Crosman

4 inch gong registers each bullseye. Holds standard, 10 ring one side, 5 ring on other side, paper targets.

No. 200—Wt. 2 lbs. ..... Each $2.00

EXTRA PAPER TARGETS

No. 201 ..... Per 1000 $6.00

AUTOMATIC DODO TARGETS

Crosman

For Crosman silent rifle and all other air guns and pistols.

No. 202—Size 10½x3¼ ins., wt. 2 lbs. ..... Each $2.95
For .22 caliber firearms.
No. 203—Size 10x3½ ins., wt. 3¾ lbs. ..... Each $3.95
One in a box.

SPORTING GOODS

XL STEEL AIR RIFLE SHOT

Precision made. Each steel shot is copper plated. Packed 100 tubes per case.

No. 21522 — Mfr. No. XL
FEDERAL CARTRIDGE CO.

Dealer Price (per case) ..... V73-25 K

Suggested Retail Price $ .06 ea.

Inv._____ Pur. _____

DAISY BULL'S EYE B-B SHOT

Cellophane pouch contains 176 B-B shot. Packed 100 packages per carton.

No. 21525 — Mfr. No. 700
DAISY MANUFACTURING CO.

Dealer Price (per case) ..... C93-60 Y

Suggested Retail Price ..... $ .06 ea.

Inv._____ Pur._____

DAISY RED RYDER CARBINE

Fred Harmon, famous cowboy-artist who draws and writes the exciting Red Ryder Comic Strip, helped design this husky, he-man rifle. It looks, feels and handles like a real Western saddle gun. Equipped with Lightning Loader. 1,000-shot repeater.

No. 21528 — Mfr. No. 111
DAISY MANUFACTURING CO.

Dealer Price ..... A43-83 C

Suggested Retail Price $5.75 ea.

Inv._____ Pur. _____

DAISY 100-SHOT REPEATER

Full length, lever action repeater holds nearly 100 shots. Has straight stock of well finished sound wood. Built to Daisy's specifications which makes it one of the top air rifles in its field. Each in corrugated mailing carton. Ten per carton.

No. 21529 — Mfr. No. 155
DAISY MANUFACTURING CO.

Dealer Price ..... P63-33 A

Suggested Retail Price ..... $4.95 ea.

Inv._____ Pur. _____

DAISY PUMP REPEATER

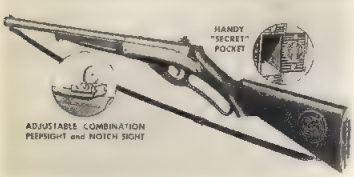
The same hard-hitting, straight-shooting, take down model that has led the Daisy Line for years. Blued finish, adjustable sights; "gold-engraved" jacket; forced-feed 50-shot repeater, walnut finish pistol-grip stock with non-slip butt grooves.

No. 21530 — Mfr. No. 25
DAISY MANUFACTURING CO

Dealer Price ..... HB5-33 S

Suggested Retail Price $7.98 ea.

Inv._____ Pur _____



DAISY DEFENDER

This gun combines forced-feed shooting barrel with carbine type lever-action. Has compartment in butt. Adjustable sling and adjustable sights. Ten per carton.

No. 21531 — Mfr. No. 141
DAISY MANUFACTURING CO

Dealer Price ..... G55-33 M

Suggested Retail Price ..... $7.98 ea.

Inv._____ Pur._____

RED RYDER TARGET OUTFIT

Complete with Red Ryder Carbine, Telescope Sight, Bell Ringing Target, Target Cards, Bull's Eye B-B Shot, Shooting Manual.

No. 21532 — Mfr. No. 311
DAISY MANUFACTURING CO.

Dealer Price ..... P45-30 N

Suggested Retail Price ..... $7.95 ea.

Inv._____ Pur._____

NEW THRO washing machines Montgomery Ward & Co.
NEW TRILBY UNIVERSAL wood heaters Crabben & Sexton Co., 789 N. Sacramento Blvd., Chicago, Ill.
NEW VICTOR coal cook stoves Jacobs Mfg. Co., Bridgeport, Ala.
NEW-WAY barn & garage door hangers: Myers & Bro. Co., P. O., Ashland, O.
NEW WAY washing machines: Almetal Mfg. Co., 7227 Manchester Ave. St. Louis, Mo.
NEW WONDER hot blast coal heaters: Indianapolis Stove Co., Indianapolis, Ind.
NEW WORLD BACER bicycle Arnold, Schwinn & Co., 1721 N Kildare Ave., Chicago, Ill.
NEW YORK insect screening, general line New York Wire Cloth Co., New Canaan Conn.
NEW YORK [illegible] & glue brushes Linzer & Sons Inc., David, 10 20 Astor Place New York N. Y.
NEW YORK paper hangers' paste, paint & kalsomine brushes. Fitzgerald Bros. Inc., 320-420 Van Buren St., Brooklyn, N. Y.
NEW YORK trout hooks Enterprise Mfg. Co., 113 N. Union St., Akron 8 O.
NEW YORKER elec. heating pads: Walker Co. Inc., Middleboro, Mass.
NEWARK sand riddles Newark Wire Cloth Co., 848 Verona Ave., Newark 4, N. J.
NEWART NATIONAL coal range. Excelsior Stove & Mfg. Co., Quincy, Ill.
NEWBURGH lawn mowers Caldwell Philadelphia Mower Co., Affiliate of Toro Mfg. Corp., 2030 Snelling Ave. Minneapolis 4, Minn.
NEWCO flowers, grass, grass hedge, lopping & pruning shears, bush, shrub [illegible] pruners, grass hooks & whips, hand garden [illegible] Water cutters tree pruning paints & trimming [illegible] cutters Newman Mfg., 306-07 Westport Road, Kansas City, Mo.
NEWELL screen & storm door closers & latches, toy guns Newell Mfg. Co., Lowell, Mich.
NEWHOUSE steel traps Andrew Trap [illegible] Newhouse
NEWMAN hedge, pruning, grass & flower shears, tree trimmers, lawn, wood cutters, grass hooks etc. Newman Mfg. Co. 295 Westport Rd., Kansas City, Mo.
NEW MOWER lawn mowers Worcester Lawn Mower Co., Worcester, Mass.
NEWPORT coal & gas comb. ranges United States Stove Co., South Pittsburg, Tenn.
NEWPORT coal or wood ranges Lindemann & Hoverson Co., A. J., Milwaukee, Wis.
NEWPORT lawn mowers Mast-Foos Mfg. Co. Springfield, O.
NEWPORT NATIONAL coal or wood ranges Excelsior Stove & Mfg. Co., Quincy, Ill.
NEWTON gas ranges Lindemann & Hoverson Co., A. J., Milwaukee, Wis.
NEWTON washing machines Newton Washing Machine Co., Newton, Iowa (out of business)
NEWTON & MOORE cattle dehorner Leavitt Corp., Urbana, Ill
NEWTON MAID vacuum cleaners Sweeper-Vac Co., 169 Fremont St., Worcester, Mass.
NEWTON MAID washing machines One Minute Washer Co., Kellogg, Iowa.
NEWTON'S metal fishing lines Newton Line Co. Inc., Homer, N. Y
NEWTOWN coal burning brooders & incubator thermometers Buckeye Incubator Co., Springfield, O
NEY [illegible] tools & hard equipment weldless bulk wire stretchers tackle block & [illegible] overhead conveyor systems for barns, warehouses, factories, stores, etc. Ney Mfg. Co. [illegible]
NI-CHROME bathroom fixtures Handy Tools Mfg. Co., [illegible] Mich.
NIAGARA [illegible] Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
NIAGARA bamboo fishing rods Empire Tackle Co. Inc., 2 Genesee St. New Hartford N. Y.
NIAGARA bicycles Westfield Mfg. Co. The, Westfield, Mass.
NIAGARA coal or wood ranges Jewett & Co., Buffalo, N. Y
NIAGARA garbage cans Lakeshore Corp., Canandaigua, N. Y
NIAGARA lawn mowers, Mast Foos Mfg. Co., Springfield, O
NIAGARA leather belting, Johnson Belting Co. Inc., 24-44 Hubert St., New York 13, N. Y.
NIAGARA Niagara pattern chains American Chain Div., American Chain & Cable Co. Inc. York Pa
NIAGARA sanding paper in rolls Carborundum Co., Niagara Falls, N. Y
NIAGARA steel casting rods Shakespeare, Co., Kalamazoo, Mich.
NIAGARA washing machines Niagara Appliance Co. 25 W Lake St., Chicago, Ill.
NIAGARA washing machines Whirlpool Corp., St. Joseph Mich.
NIBCO copper pipe fittings Downs-Smith Brass & Copper Co. 304-320 E. 45th St. New York, N. Y
NIBCO household brushes, general line Silver-Chamberlin Co., Clayton N. J
NIC-SAL chicken roost paints Dr Salsbury's Laboratories, Charles City, Iowa.
NICHOLLS plastering trowels & carpenters' squares Nicholls Mfg. Co., Cedar Rapids Iowa
NICHOLSON files and rasps Nicholson File Co., Prov dence, R. I.
NICKLEM [illegible] Enterprise Mfg. Co. Akron, O.
NICKEL [illegible] Stove & Range Co., 1724 Hall St., St. Louis, Mo.
NICRO stainless steel makers & mining bowls Corry Corp., 221 N. LaSalle St. Chicago 1.
NIEHONE household sharpeners Prairie Tool Co., 500 S. Marquette Rd., Prairie Du Chien Wisc.
NILE fishing reels Ocean City Mfg. Co., A & Somerset Sts. Phila 2, Pa
NILE [illegible] Gadding & [illegible] 8 South Oswego N. Y
NILE [illegible] American Standard Mfg. Co 2599 25-2 S Green St. Chicago Ill
NILOAK pottery barrel Niloak Pottery, P. O. Box 26, Asher Ave. Sta., Little Rock, Ark.
NIMCO trigger locks for rifles & shotguns Nicholas Mfg. Co., 348-11 Metropolitan Ave., Forest Hills, N. Y
NIMROD nitro solvent, gun grease & bluing Fur Fame Bait Co. 303 Ohio Ave., Fremont, O
NIMROD RUST ALERT [illegible] Marshon Co., Glendale, Calif
NINE-LIFE paint brush cleaner. Cleveland Cleaner & Paste Co., 7275 Neff Ave. S. W., Cleveland, O.
NINETEEN SEVEN lawn mowers Horschel Mfg. Co. Inc., R., 648 W Washington St. Sint Peoria, Ill.
NIPIGON fishing lines, Newton Line Co. Inc., Homer, N. Y
NIP-ON ant & roach killers Chamberlain Huber Chemical Co., 1103-1105 W 11th St Cleveland 13 O.
NIPPER lawn mowers Reading Hew Corp., Reading Pa.
NITEAIR [illegible] fans Lau Blower Co., Dayton 7, O
NITE COOLER elec. window ventilating fans Lonergan Mfg. Co. Akron, Mich.
NITE-GLO flashlights Bainbridge Inc 125 11th Ave. New York 11 N Y
NITE-T-LITE neon night lights Littelfuse Inc., 4751 Ravenswood Ave Chicago, Ill
NITEFOOL elec. attic fans Air Equipment Co 1713 W Carroll Ave., Chicago 12, Ill

30 Million Ads boost sales on DAISY AIR RIFLES.

JUNE • JULY • AUGUST • SEPTEMBER

Don't let this happen in Your Store!

Be Sure
YOU HAVE SOME OF EVERY MODEL!
ORDER NOW
FROM YOUR JOBBER...
or send your inquiry direct to us—we'll refer it to the jobber nearest you who is well supplied with ALL Daisys and Bulls Eye Shot.

READ THIS LETTER FROM A 12 YEAR OLD BOY

DAISY MANUFACTURING CO
PLYMOUTH, MICHIGAN
GENTLEMEN

I read your ads in the comic magazines and wanted a Daisy. So I want to XXXX Hardware Store. They had some Daisys but not the one I wanted. I don't want to wait any longer. So I am sending you $7.98 for Daisy Defender, number 141. Please rush it! I am 12. My name is

Bill Sweet

DAISY MANUFACTURING COMPANY
PLYMOUTH • MICHIGAN
U-S-A!

CHECK LIST
for your complete
Electrical Houseware
requirements . .
No. 1115 Automatic Pop-up Toaster
No. 1703 Jumbo Size, 4-Qt., with 8-Pc. Dev Ninelies Glass Bowl Set
No. 1702 Corn Popper, 2-Qt., with Four Colored Plastic Bowls
No. 2101 Automatic Deep Fryer
No. 1601 Automatic Coffee Maker 9-Cup Capacity
No. 1225 Automatic Sandwich Toaster —Waffle Iron—Two Sets of Grids
No. 1311 Automatic Sandwich Toaster —Waffle Iron—Reversible Grids
No. 1218 Reversible Grids—Sandwich Toaster—Waffle Iron
No. 1315 Automatic Waffle Iron
No. 1011 Iron—Reversible Cord Lightweight—Fully Automatic
No. 1802 Hair Dryer Hot or Cold Air
No. 2805 All Purpose Fan
No. 2020 12-Inch Oscillating Fan
No. 2019 12-Inch Fan—Window Ventilator—Portable
No. 1528 Combination Heater and Fan
No. 1429 Table Stove with Push Button Switches, Mono-tube Elements
No. 1417 One-Burner Stove
Rate with the Best . . .
Yet Sell for Less
Dominion
TRADE MARK
APPLIANCES
DOMINION ELECTRIC CORP., MANSFIELD, OHIO

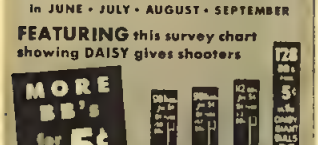
30 Million Ads

boost sales on

DAISY BULLS EYE SHOT

in JUNE • JULY • AUGUST • SEPTEMBER

FEATURING this survey chart showing DAISY gives shooters



Show BB Shooters This Roll-Tite Trick for MORE SALES

STOCK UP NOW

See Ad on opposite page

FOR USE IN ALL Approved DAISY AIR RIFLES

BULLS EYE SHOT

Made and Triple-Tested at BB HEADQUARTERS By DAISY MANUFACTURING CO., PLYMOUTH, MICHIGAN, U.S.A.

NEW BELMONT elec. ranges: Rutcher Elec. Co., Marion, Ind.
NEW BERRY'S SPECIAL, NEW CHICAGO, NEW COUNTRY CLUB, NEW DIAMOND, NEW ECLIPSE, NEW ELECTRIC, NEW KRA, NEW GAIL, NEW MOHAWK, NEW NOKKA lawn mowers. Rowbel Mfg. Co. Inc., R., 646 W. Washington St., East Peoria, Ill.
NEW BOSS weatherstrip. Dennis & Co., W. J., 4444 Irving Park Road, Chicago 41, Ill.
NEW BRITAIN garage tools, general line. New Britain Machine Co., New Britain, Conn.
NEW BUSHNELL mulchers & weeders. Norcross & Sons Co., C. S., Bushnell, Ill.
NEW CAPELLO, NEW MARVEL coal ranges. Columbian Stove Co., Columbia, Pa.
NEW CASTLE shovels, spades, scoops. Ingersoll Steel Div., Borg-Warner Corp., New Castle, Ind.
NEW CENTURY, NEW STAR cook stoves & heaters. Lindemann & Hoverson Co., A. J., Milwaukee, Wis.
NEW COLONIAL hand power lawn mowers. Philadelphia Lawn Mower Div., Caldwell-Philadelphia Lawn Mower Co., Inc., Subsidiary of Great Western Fuse Co. Inc., 302 N. Water St., Newburgh, N. Y.
NEW DAISY poultry waterers. Quick Wire & Iron Wks., Bocho, Iowa.
NEW DAY elec. clothes washers. Conlon Div., Conlon-Moore Corp., 2205-1128 S. 52nd Ave., Chicago 50, Ill.
NEW DEPARTURE bicycle brakes. New Departure Mfg. Co., Bristol, Conn.
NEW DIANA bamboo fishing rods. Shakespeare Co., Kalamazoo, Mich.
NEW ECLIPSE, NEW FEEDLIGHT lawn mowers. American Lawn Mower Co., Muncie, Ind.
NEW EIGIN, NEW RELIANCE lawn mowers. Whitaker Mfg. Co., 6119-25 S. 6th St., Chicago, Ill.
NEW ENGLAND, NEW MAGIC, NEW STERLING lawn mowers. Dille & McGuire Mfg. Co., E. Richmond, Ind.
NEW ENGLAND, NEW WORCESTER lawn mowers. Worcester Lawn Mower Co., Worcester, Mass.
NEW ENGLAND [illegible] fishing lines. Horrocks Ibbotson Co., Utica, N. Y.
NEW ENGLAND MAID [illegible] ranges. Johnson-Fox Mfg. Co., Bedford, Mass.
NEW ENTERPRISE cook stoves. Phillips & Buttorff Mfg. Co., 217 123 3rd Ave. N., Nashville, Tenn.
NEW ESKIMO elec. fans. Detroit Mfg. Co., Pontiac, O.
NEW ESTATE REGAL cook stoves. Estate Stove Co. Subsidiary of Numa Electric Corp., Hamilton, O.
NEW FAMOUS coal or wood ranges. Unit Stove & Furnace Co., Birmingham, Ala.
NEW FAMOUS ironing tables. Goshen Churn & Ladder Inc., Goshen, Ind.
NEW FAVORITE, NEW RADIANT gas heaters & laundry stoves. Fairworks Stove Co., Piqua, O.
NEW GLOBE OAK oak-type coal heaters. Indianapolis Stove Co., Indianapolis, Ind.
NEW GOLDEN SUN, NEW ILLUMINATOR, NEW SILVER MOON gas & coal heaters, Franklin stoves, **NEW INVINCIBLE** coal ranges. Sipser Stove & Heater Co., 1449 Diamond St., Phila. 27, Pa.
NEW HAVEN clocks & watches. New Haven Clock & Watch Co., New Haven, Conn.
NEW HOME elec. sewing machines. New Home Sewing Machine Co., Rockford, Ill.
NEW HOME, NEW STAR laundry stoves. United States Stove Co., South Pittsburg, Tenn.
NEW HOOSIER, NEW FREEBIRD lawn mowers. Elwood Lawn Mower Mfg. Co., Elwood, Ind. (out of business)
NEW IDEA sprayers. Myers & Bro. Co., F., Ashland, O.
NEW IDEA, NEW QUEEN lawn mowers. [illegible] Mfg. Co., Spring Green, Wis.
NEW IDEAL coal cook stoves. King Stove & Range Co., Sheffield, Ala.
NEW IDEAL sewing machines. New Home Sewing Machine Co., Rockford, Ill.
NEW ILLINI circulating coal heaters. Mt. Vernon Furnace & Mfg. Co., Mt. Vernon, Ill.
NEW IMPROVED ALLEN washing machines. Sears, Roebuck & Co.
NEW IRON RIVERSIDE [illegible] stoves & ranges. Rock Island Stove Co., Rock Island, Ill.
NEW KING, NEW WINNER gas wood heaters, ranges & cook stoves: Jacobs Stove Works, Bridgeport, Ala. (obsolete, parts not obtainable)
NEW LACEDE coal or wood ranges. Orbon Stove Co., Belleville, Ill.
NEW LASSLESS, NEW VETERAN BELLUE casting rails. Brunson Reel Co., Div. Hibbin Mfg. Co., Benton, Mich.
NEW MAPLE, NEW OPAL, NEW RADIUM, NEW VULCAN, NEW WESCO heaters & cook stoves. Wesco Stove Co., Springfield, Mo.
NEW MAPLE wood heaters. Tappan Stove Co., Mansfield, O.
NEW METEOR coal furnaces. Thatcher Furnace Co., Garwood, N. J.
NEW MODEL water dilution type cream separators. Superior Sheet Metal Works Co. Inc., 3201-3209 Roosevelt Ave., Indianapolis, Ind.
NEW MYSTIC, NEW ROVER lawn mowers. Granite State Mowing Machine Co., Rochester, N. H.
NEW NORCROSS mulchers & weeders. Norcross & Sons Co., C. S., Bushnell, Ill.
NEW OAKLAND [illegible] heaters. Oakland Foundry Co., Belleville, Ill.
NEW OAKLAND, NEW YORKER fishing rods. Montague Rod & Reel Co., Montague City, Mass.
NEW OVEN TYPE elec. toasters. Chicago Electric Mfg. Co., 5333 W. 65th St., Chicago, Ill.
NEW PAN AMERICAN washing machines. Blackstone Corp., Jamestown, N. Y.
NEW PEORIA coal furnaces. Meyer Furnace Co., 1300 S. Washington St., Peoria, Ill.
NEW PERFECTION kerosene ranges. Perfection Stove Co. Inc., 7499 Platt Ave., Cleveland, O.
NEW PRINCESS coal or wood ranges. Allen Mfg. Co. Inc., Nashville 1, Tenn.
NEW PROCESS abrasive papers & cloths. Abrasive Products Inc., South Braintree, Mass.
NEW PROCESS kerosene stoves. Magic Chef Inc., 1641 S. Kingshighway, St. Louis 19, Mo.
NEW PROCESS washing machines. Meadows Corp., Bloomington, Ill.
NEW QUAKER CITY lawn mowers. Ames Plow Co., South Framingham, Mass. (out of business)
NEW RAPID ice breakers. North Bros. Mfg. Co., Stanley Tools Div., Lehigh Ave. & American St., Phila. 33, Pa.
NEW REGINA vacuum cleaners. Regina Corp. Rahway, N. J.
NEW ROYAL sewing machines. Free Sewing Machine Co., Rockford, Ill.
NEW STANDARD ice cream freezers, food choppers. New Standard Corp., Mount Joy, Pa.

DAYTONA BEACH

Invites You

Like a welcome mat cast upon the beautiful Halifax River section of the Intracoastal Waterway . . . the new $380,000 Daytona Beach Municipal Yacht Basin is now ready to berth up to 200 craft. Located directly on downtown waterfront, the new basin boasts full marine facilities and instant access to hundreds of shops, supply houses and services.

For more information and a personal invitation, please write to M. L. Miles, Executive Manager

ROOM 127

CHAMBER OF COMMERCE, DAYTONA BEACH, FLORIDA

Island which is commonly used by all those interested in determining real speed. Other courses in various parts of our waterfronts are often indicated on government charts. It is customary to run the boat both directions over the measured course, accurately timing it on both runs, and then taking the mean (average) of the two separate speeds (not times) thus found. In the absence of a measured course the distance between two government fixed skeleton markers (or buoys) may be used. The distance between these may be taken off a chart and may be depended upon for accuracy—providing, however, in the case of buoys, there have not been any violent storms which may have moved them from their regular positions. It is unlikely to be an even distance between markers, or buoys, so the *time* of the run must be considered with the particular length of the course. To determine the speed in miles per hour over a course which we will assume to be .8 of a mile it is necessary to clock the time and convert these figures in to miles per hour:

Ran .8 of a mile in 2 minutes

$$2 : .8 :: 60 : x$$

$$\frac{8 \times 60}{2} = 24 \text{ miles per hour.}$$

The revolutions may be determined by a standard marine tachometer or, if the motor is not so equipped, a hand revolution counter may be used in conjunction with a split-second hand watch.

When the true speed of the boat and the r.p.m. of the motor at a given speed are determined, convert the miles per hour (or knots) to feet per minute. [88 feet per minute equal 1 mile per hour—101.33 feet per minute equal 1 knot.] Next calculate travel of propeller wheel in one minute in feet simply by multiplying the pitch in inches by the r.p.m. and dividing by 12. Subtract the number of feet the boat actually traveled from the distance the propeller wheel traveled in pitch and the result is slip in feet per minute. The wheel will be slipping a certain number of *feet* per minute This may be converted to the *percentage* of slip by dividing the distance the boat traveled into the difference of boat travel and wheel travel as indicated in the following example:

Pitch of wheel = 14 inches

R.P.M. of wheel = 1950 2275 feet per minute

Propeller wheel at $\frac{1950 \text{ r p.m.} \times 14 \text{ in}}{12} = 2275$ ft. p.m.

Boat travels at 21 miles per hour = 1848 feet per minute

Propeller wheel traveled 2275 feet per minute

Boat traveled 1848 feet per minute

427 feet per minute *slip*

$$1848 \overline{)427\,000} \quad 231$$

Propeller wheel has approximately 23 per cent slip

If the slip falls between 15 and 20 per cent for wheels turning under 1500 r.p.m., or if it falls between 20 and 25 per cent for wheels turning more than 1500 r.p.m. it may be assumed the amount of slip is not too much out of the way and that the pitch and revolutions are within practical slip limits. However, if the propeller slip exceeds the above averages it may be advisable to change the wheel to one of less pitch and possibly greater diameter. If it comes somewhere within reason of the above percentages you may feel reasonably satisfied at having the proper dimensioned wheel.

A great deal of money in conducting wheel experiments can be saved, as well as a great deal of time, by having a reconditioning expert, such as Otis Palmer out in East Moriches, L. I., change the pitch of an existing wheel. Mr. Palmer, by the way, has been active in the field of boats and marine engines (and particularly propeller wheels) for a great many years and undoubtedly knows more about this intricate subject than most of us. If, from the results of preliminary experiments, you discover serious discrepancies in the correct performance of your boat's propeller efficiency the service of such an expert is well worth while.

"HANDI-SET" FOUR TUBE AND RECTIFIER

Modern, smart looking, excellently performing superheterodyne. Newly designed, rounded corners, plastic case in choice of Walnut or Ivory finishes. STATE FINISH. Has four tube chassis plus rectifier and a standard broadcast band with extended police band. Operates on AC or DC current. Has self contained looptenna. Clear toned, number 5 Alnico P.M. speaker. Overall dimensions 5¼x5¼x9¼ inches. Shpg. wt. 4½ lbs. (Mfrs. D519.)

2138S1695—
Retail List Price **$22.95**

DeWALD

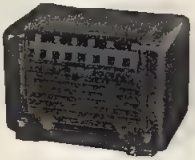
A FAMOUS NAME IN RADIO

"WAKEMASTER"

ELECTRONIC APPLIANCE SWITCH

The clock-controlled radio. In addition to automatic wake-up and shut-off features it starts your coffee perking or switches on other electric appliances. Five tube (including rectifier) superhet radio. TELECHRON sweep second, electric movement with alarm. Built-in antenna. 5⅛x7¼x12⅝ inch plastic cabinet in WALNUT with contrasting panel. 60 cycles AC. U. L. approved. Shpg. wt. 6 lbs. (Mfrs. 5057 U.)

2241S2745—
Retail List Price **$39.95**



FM-AM RECEIVER DeWALD MODEL C-800

List Price $55.95

Ultra-powerful seven tube, plus rectifier, superhet with large P.M. Dynamic speaker that performs in "hard-to-get reception" areas too. Features include new miniature high-efficiency tubes large AM loop and FM line antenna, tone control, AC DC Range 1700-530 KC, FM—108-88 M.C. Walnut plastic cabinet: 11⅛x7½x7 in. deep. Shpg. wt. 7 lbs.

6435S3995—
Retail List Price **$55.95**

"CHAMPION" PORTABLE

Retails $33.95 Less Batteries

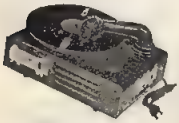
Ideal for home, sport or travel, this compact, lightweight portable offers brilliant tone quality and amazing sensitivity. Operates on AC or DC or self-contained batteries. Batteries not included. Takes 1A battery and 1B battery. Features include four-tube (plus rectifier) superhet circuit, built-in Looptenna, automatic switch from battery to power line, large P.M. dynamic speaker, full-vision, easy-reading dial. Shatterproof, Polystyrene cabinet in brown with a smart bronze grille. Dimensions: 4x8⅜x7¼ inches. Shpg. wt. 4 lbs. (Mfrs. D517.)

2179S2210—
Retail List Price **$33.95**

BATTERIES FOR ABOVE—Set of 2. Retails $4.25.

2180S125—Retail Set of 2 **$4.25**

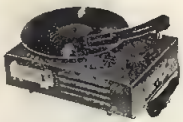
ELECTRIC RECORD PLAYERS



ELECTRIC PHONOGRAPH

Electric, accoustical type, self-starting motor, 110 volts, 60 cycles. Plays records including 12 in. Strong metal case construction 13x9x3 in. Amplifying tone chamber, improved sound head, balanced tone arm. Comes in beautiful baked enamel colors. Hammered pattern. Complete with cord. Individually packed. Shpg. wt. 6 lbs. (Mfrs. 1000.)

6432S697 Retail **$10.45**



AMPLIFIED PHONOGRAPH

Tube design electric phonograph with full tone range, volume control, amplifier circuit, crystal pickup and 4-in. Alnico speaker. Plays all size records including 12 inch. Self starting motor for 110 volt, 60 cycle AC. Metal case in walnut finish. Size 13x9x3 in. Shpg. wt. 9 lbs. (Mfrs. 3000.)

6336S1577 Retail **$23.65**

PORTABLE TUBE TYPE PHONOGRAPH

Amplifying tube. Full tone range, volume control, latest amplifier circuit, crystal pick-up and 4 inch Alnico speaker. Sturdy fibre board case covered with Pyroxlin coated fabric leatherette. Blue alligator finish. Size 14½x12x7 in. Plays up to 12 inch records. Self starting electric motor for 110 volts, 60 cycle AC. Shpg. wt. 10 lbs. (Mfrs. 4800.)

6437S1790—
Retails **$26.85**

ELECTRIC PORTABLE

No tubes yet plays like it had! Electric acoustical type. 14½x12x7 in. portable case of sturdy construction, ¼ in. strong fiber-covered with pyroxylin coated fabric leatherette. Color—Blue. Nickeled hardware, leather handle, record holder inside lid. Complete with cord. Individually packed. Shpg. wt. 10 lbs. (Mfrs. 2000.)

6433S968—
Retails **$14.50**

NU-TONE DINNER CHIMES

FOR MORE GRACIOUS MEALS

Fair Trade Retail $6.95

A suitable gift for weddings, anniversaries and a favorite prize or premium. The musical signal call of the "Chimette" is welcome everywhere, as a commercial call at stores, offices, restaurants or hotels. Satin brass tubes and chime bars with baked lacquer finish to prevent tarnishing and ivory plastic striker in gift box. Overall size 8¾x¼x3 in. Shpg. wt. 2½ lbs. (Mfrs. DC595.)

6538S463—
Retails **$6.95**

GUN BLUE
Vans

For bluing guns or other metal. Removes grease, penetrates rust and blues in one operation.
4 ounce .....Dozen $12.00
One dozen in a box

Perma-Blue

For bluing guns or other metal. Easily applied.
2 ounce .....Dozen $12.00
One dozen in a box

Nimrod

A cold process for re-bluing gun barrels. No heat, tanks or other equipment needed. Blues by chemical action only. Not a paint or a lacquer. Particularly recommended for touching up mars or scratches.
Nimrod Gun Blue .....Doz. Pkgs. $11.40
One dozen packages in a carton

DECOYS
Deeks

Made of latex rubber. Self inflating. When not in use can be folded into a small bundle. Weighs less than six ounces.
Deeks Mallard .....Dozen $14.95
One dozen in a carton

Dupe-A-Goose

Fold flat for carrying. Made of waterproof fibreboard.
Regular .. . . Dozen $19.50
Feeding . . " 19.50

CALLS
Duc-em Duck Call

Wood shell, 5 inches long. Hand made. Tone tested.
Duc-em .....Dozen $15.00
One in a box

Olt's Duck Call

Polished hard rubber, tone true to nature. 4¾ inches long.
No. D2 .....Dozen $24.00
One dozen in a box

CALLS
Olt's Goose Call

Polished hard rubber, tone true to nature. 4¾ inches long.
No. A5 .....Dozen $48.00
One dozen in a box

Broadbill Duck Call

Will imitate all wild ducks, removable reed. 5¼ inches long.
Broadbill .....Dozen $11.65
One in a box

Pull-em Crow Call

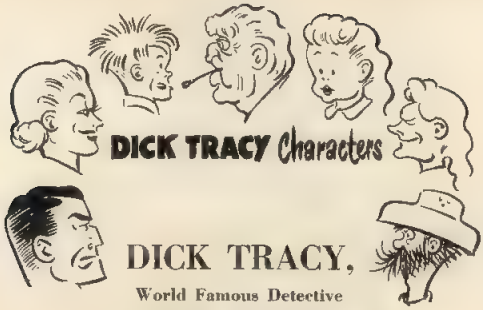
Hand made tone tested call. Wood shell, 5 inches long.
Pull-em .....Dozen $15.00
One in a box

Olts Crow Call

Made of hard rubber. Lightweight. Length 3½ inches.
No. E1 .....Dozen $24.00

Foss Quail Call

Black plastic body, 3½ inches long.
Foss Quail Call .....Dozen $18.00



DICK TRACY,

World Famous Detective

AT THE TOY FAIR

"YES, we came to the Toy Fair. We decided the Toy Fair was top attraction in New York City for 1952, and none of us wanted to miss it," Dick Tracy, famous comic strip detective, said when interviewed by TOYS & NOVELTIES reporter.

"Oh, sure, I brought the family. Tess and Junior would never miss an affair like this. B. O. Plenty, Gravel Gertie, Sparkle, and Flintheart also insisted on coming; so we are all here," Dick continued.

"Hotel McAlpin was mighty accommodating. Room 851, right in the middle of things! We are with *Austin Art Studios'* Hallowe'en Masks because we knew all our friends would visit their exhibit, and we want to see them all. We know we have a lot of friends but didn't realize how many until we visited among the jobber and chain store buyers. Famous Artists Syndicate chose the Austin Art Studios to make us up in rubber masks because they wanted the very best!" Tracy said.

"Oh, yes, we've had a wonderful year," Dick said in answer to our reporter's question. "We really made a lot of new friends —in fact they tell me we are tops in all comic strip characters in public popularity. Of course, you will admit we have solved some interesting cases lately, and we did a mighty neat job of upholding law and order when Dick Tracy was called in," Dick modestly added.

"Well, I must be going. See us as rubber masks, Room 851, Hotel McAlpin," he said as he stepped into the elevator.

■

Trade Shows in Los Angeles

• Dates for several fall shows managed by the Los Angeles Trade Fair, Inc., Los Angeles Chamber of Commerce, 1151 S. Broadway, Los Angeles 15, Cal., will be as follows: 35th California Gift Show, July 20-25, Merchandise Mart, Brack Shops, individual showrooms. Biltmore and Alexandria hotels. Fourth Western Housewares Show. Sept. 14-17, Biltmore Hotel.

♦

• Concurrent with Marshall Field & Co.'s recognition of its centennial, a book, *"Through Charley's Door,"* by Emily Kimbrough, has been published by Harper. Title is said to come from Miss Kimbrough's own pre-Field days, when her mother and their friends designated the 28 E. Washington St. entrance as Charley's Door, because of the doorman, Charles Pritzlaff, who had come to Field's in 1890. Miss Kimbrough herself was a Field employe between 1923 and 1927, writing for the store's publication, *Fashions of the Hour*, which she eventually edited.

Many New Toys Designed by Chicago Firm

Twenty-seven new toys will be designed and engineered by Marvin Glass & Associates, 57 E. Ohio St., Chicago, Ill., during 1952. A toy design and engineering organization, headed by Marvin Glass as president, this firm covers the whole field—from rough sketch to finished product. Six men are employed.

Marvin Glass speaks from experience when he says, "In designing a toy, a maximum effect must be created for a minimum cost." It is his contention that many toy manufacturers believe any engineer or artist is capable of designing toys. This is not true, he states, because the toy business is different, in that a novel, good-looking, usable product must be produced at little cost. "Our whole problem is simplifying," he stated. Between five or six men take from two to three months in the origination and final production of a toy. All lend their abilities to its perfection.

Marvin Glass & Associates work on a royalty basis. A patent research is made on every item the firm considers for production. If it has features not "thought of before," a patent is obtained. Each item is licensed to a manufacturer on a royalty basis.

Among toys created by this organization and licensed to various manufacturers are: *Busy Biddy, Merry-Go-Sip, Moody Mutt, Jack in the Bank, Fireboat, Firefly*, an *action ash tray, toy miner's light, a pencil pistol, Hatchin' Hen, Peg a Jack*, and *Cleo the Clown*.

Presently, they are working on a new doll and are designing a pull toy which should be out in June. Other *"news"* now being designed and engineered include an airplane model and new type of top game, as well as an electric typewriter, the latter being redesigned by this organization.

HAY HOOKS

SPECIAL

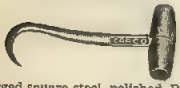
Hand forged crucible steel hook, tempered point. Hook welded to yoke shank. Hardwood handle.

Number	6
Length of hook, inches	9
Diameter of hook, inches	7/16
Weight dozen, lbs.	10¼
Dozen	$18.00

Loose

COTTON HOOKS

TEXAS PATTERN



Forged square steel, polished. Polished hardwood handle.

Length of hook, inches	6	8
Diameter of hook, inches	⅜	⅜
Weight dozen, lbs.	5½	6¼
No. 279—Dozen	$6.60	$7.80

One dozen in a box.

BOX OR CARGO HOOKS

Forged steel hook, bright finish. Flat shank passes through hardwood handle and is riveted over a washer.

Length of hook, inches	6	7
Diameter of hook, inches	⅜	⅜
Weight dozen, lbs.	5	6¼
No. 280—Dozen	$6.60	$7.20

One dozen in a box

Improved style, round drop forged tool steel, flattened shank, hardwood handles.

Number	80
Length of hook, inches	9
Diameter of hook, inches	½
Weight dozen, lbs.	11
Dozen	$18.00

One dozen in a box

Improved style, octagon drop forged tool steel, flattened shank, hardwood handles.

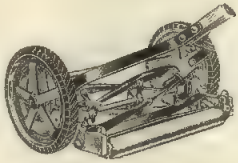
Numbers	85	95
Length of hook, inches	13	10
Diameter of hooks, inches	7/16	7/16
Weight dozen, lbs.	12	10
Dozen	$23.40	$19.20

One dozen in a box

DILLE AND McGUIRE BALL BEARING LAWN MOWERS

This high-grade line of mowers features: Reel knives of heavy heat-treated crucible steel, oil tempered crucible steel bed knife, reel shaft of ⅝-inch diameter steel, nine ¼-inch hardened steel balls in the bearing at each end of the shaft, and all other parts properly designed and carefully manufactured. The adjustment is simple and accurate. Selected hardwood handles. All mowers nicely finished.

Glide

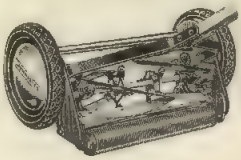


Equipped with non-skid solid rubber tires.

Diameter of wheels, ins.	10
Number of blades	5
Diameter of reel, ins	6
Width cut, ins.	16
Weight each, lbs.	44
Each	$20.65

One in a box, handles separate

Lawnmaster



SEMI-NOISELESS

Equipped with semi-pneumatic rubber tires. Chromium plated hub caps. Rubber roller. Hollow steel, streamlined handle with wood cross piece.

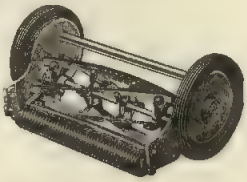
Diameter of wheels, ins.			10
Number of blades, ins.			5
Diameter of reel, ins.			6
Width cut, ins.	14	16	18
Wt. each, lbs.	46	48	50
Each	$25.00	$27.00	$29.50

Diamond De Luxe

Diameter of wheels, ins.	10
Number of blades	5
Diameter of reel, ins.	6
Width cut, ins.	16
Weight each, lbs.	57
Each	$22.85

One in a box, handles separate

Grass Groomer



Equipped with semi-pneumatic rubber tires. Rubber roller.

Diameter of wheels, ins.		10
Number of blades, ins.		5
Diameter of reel, ins.		6
Width cut, ins.	16	18
Weight each, lbs.	49	51
Each	$25.00	$27.50

One in a box, handles separate

SEE FOLLOWING PAGES FOR DILLE & McGUIRE LAWNMOWER PARTS

DISSTON CROSS CUT SAWS

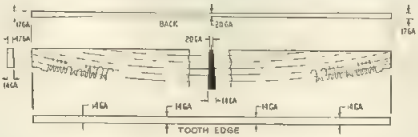
PRECISION-GROUND CROSS CUT SAWS

PRECISION GRINDING. An exclusive Disston process. Saws are ground perfectly true on both sides from toothed edge to back, in a curve parallel to the cutting edge, and from ends to center. Thus the toothed edge is of uniform thickness throughout and the back center of the blade is thinnest. This gives the saw a two way taper, resulting in a Disston Precision-ground Saw requiring less set—which means a narrow kerf and an easier and smoother cutting saw.

DISSTON ALLOY STEEL. Hardened and tempered uniformly throughout to take a keen cutting edge and hold it.

LONG, STRONG TEETH. Correctly shaped for fast, easy cutting. Their greater depth provides for longer wear.

DEEP, WIDE GULLETS. Provide plenty of room to carry out the chips. This aids fast cutting, prevents binding and buckling.



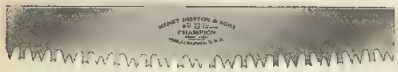
Two Man

LANCE PERFORATED

Taper ground crucible steel, with four-cutting-to-one-raker type of teeth.

Length, feet	5	5½	6	6½
Width center, ins.	5½	5⅞	6	6¼
Width ends, ins.	2⅞	3	3	3¼
Weight each, lbs.	5¾	6⅛	6¾	7
No. 115—Lance Perforated, each	$10.60	$11.80	$12.80	$13.80

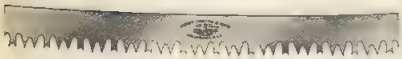
CHAMPION



Taper ground crucible steel, with two-cutter-one-raker type of teeth.

Length, feet	5	5½	6
Width center, ins.	5½	5⅞	6
Width ends, ins	2⅞	3	3
Weight each, lbs	5⅛	5¾	7
No. 152—Champion, each	$8.30	$8.50	$9.70

TRIUMPH CHAMPION



Crucible steel, narrow blade, with two-cutter-to-one-raker type of teeth.

Length, feet	5	5½	6
Width, inches	3¼	3¼	3¼
Weight each, lbs	3½	4	4½
No. 254—Narrow Triumph Champion, ea.	$5.50	$5.90	$6.30

One Man

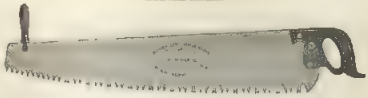
LANCE PERFORATED

WITHOUT SUPPLEMENTARY HANDLE

Taper ground crucible steel, with four-cutter-one-raker type of teeth. Furnished without supplementary handle.

Length, feet	3	3½	4	4½
Width butt, inches	6¾	7	7¼	7½
Width point, inches	2⅝	2⅝	2½	2⅝
Weight each, pounds	3¼	4	4¾	5½
No. 514—Lance Perf., each	$8.80	$9.90	$11.60	$13.10

CHAMPION

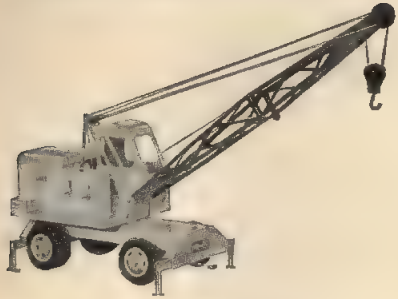


WITHOUT SUPPLEMENTARY HANDLE

Taper ground crucible steel, with two-cutter-one-raker type of teeth. Furnished without supplementary handle.

Length, feet	3	3½	4	4½
Width butt, inches	6¾	7	7¼	7½
Width point, inches	2⅝	2⅝	2½	2⅝
Weight each, pounds	3¼	4	4¾	5½
No. 554—Champion, each	$7.90	$9.20	$10.20	$11.50

CONSTRUCTION TOYS



MOBILE UNIT CRANE

An authorized reproduction of unit crane. A true working model of the most famous crane in the world. All steel, die-cast wheels, 6 famous-make rubber tires. Boom length is 19½", overall length 11½".

No. 55085 — Mfr. No. 2007
CHARLES WM. DOEPKE MFG. CO.

Dealer Price	M79-09 T
Suggested Retail Price	$13.95 ea.
Inv. _____	Pur. _____

AERIAL LADDER TRUCK

Scale modeled after the famous American La-France ladder truck. Ladder on rotating base extends nearly 4 feet. Front wheels steer. Has 2 extra ladders. Red enamel finish.

No. 55086 — Mfr. No. 2008
CHARLES WM. DOEPKE MFG. CO.

Dealer Price	B810-39 V
Suggested Retail Price	$15.95 ea
Inv. _____	Pur. _____

PUMPER FIRE TRUCK

Equipment includes auxiliary ladder, fire extinguisher, bell, rubber hose on reel and suction hose. Actually shoots stream of water.

No. 55084 — Mfr. No. 2010
CHARLES WM DOEPKE MFG CO.

Dealer Price	L510-39 Z
Suggested Retail Price	$15.95 ea.
Inv. _____	Pur _____

BOTTOM DUMP TRUCK

Scale model of Euclid dump truck. Tractor uncouples to tow other toys. Steerable front wheels. Steel construction with rubber tires. 27" long.

No. 55087 — Mfr. No. 2009
CHARLES WM. DOEPKE MFG. CO.

Dealer Price	E59-09 R
Suggested Retail Price	$13.95 ea.
Inv. _____	Pur. _____

HEILINER SCRAPER

Triple duty earth mover. It loads, carries, dumps. The heaviest, strongest model toy built. Steel construction with rubber tires. Nearly 2½ feet long.

No. 55088★ — Mfr. No. 2011
CHARLES WM. DOEPKE MFG. CO.

Dealer Price	S310-39 V
Suggested Retail Price	$15.95 ea.
Inv. _____	Pur

CAR AND TRUCK SETS

PLAYTIME MOTORS SET

Nine popular pocket size cars and trucks and an airplane. All have rubber wheels and are in assorted colors. Perfect for children 2 to 6 years. Three dozen in carton.

No. 55090 — Mfr. No. 5149

DOWST MANUFACTURING CO.

Dealer Price ..... F4-97 K
Suggested Retail Price ..... $1.49 ea.
Inv. ..... **Pur.** .....

MOTORS SET

A nine-piece set of late design cars, trucks and a plane with "Rol-Ezy" construction. In bright assorted colors. In colorful gift box. Two dozen to carton.

No. 55096 — Mfr. No. 7200

DOWST MANUFACTURING CO.

Dealer Price ..... D71-49 W
Suggested Retail Price ..... $2.29 ea.
Inv. ..... **Pur.** .....

INTERCHANGEABLE TRUCK SET

A five-piece set consisting of 2 semi-tractors and 3 different type trailers. All have famous "Rol-Ezy" construction, rubber wheels. In colorful gift box. Three dozen per carton.

No. 55094 — Mfr. No. 4900

DOWST MANUFACTURING CO.

Dealer Price ..... Y51-17 J
Suggested Retail Price ..... $1.79 ea.
Inv ..... **Pur.** .....

MILITARY ASSAULT SET

Consists of 3 soldiers, 2 jet planes, one machine gun, one tank, one half track, one howitzer. Cutouts on back of box. Packed 12 per carton.

No. 55099 — Mfr. No. 4951

IDEAL TOY CORP.

Dealer Price ..... M81-95 A
Suggested Retail Price ..... $2.98 ea.
Inv. ..... **Pur.** .....

JUMBO MOTOR SET

A set of four Jumbo Tootsietoys consisting of Greyhound bus, oil truck, Cadillac sedan, and Diamond T stake truck. All have rubber wheels. Assorted colors. Thirty-six per carton.

No. 55092 — Mfr. No. 7250

DOWST MANUFACTURING CO.

Dealer Price ..... P1-97 T
Suggested Retail Price ..... $1.49 ea.
Inv. ..... **Pur.** .....

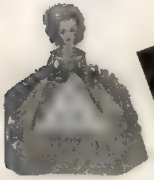
SILVER TRAIN SET

Complete plastic train set consisting of locomotive and tender, coal car, box car, cattle car and caboose. Metaltone silver-like finish. In window display box. Twenty-four per carton.

No. 55098 — Mfr. No. 606

BANNER PLASTICS CORP.

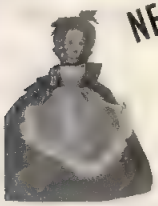
Dealer Price ..... A7-65 J
Suggested Retail Price ..... $ .98 ea.
Inv. ..... **Pur.** .....

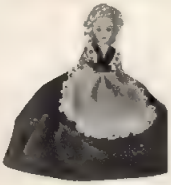


Lady Lou DOLLS

NEVER BEFORE—SO MUCH for SO LITTLE!

$2.98





Here is a doll of masterful workmanship, faultless style, and a charm all her own. She is a full 12 inches of loveliness, beautifully gowned in twelve exquisite fashion-wise creations. Imagine *SHOES, STOCKINGS* and *LACE PANTIES* at this price! Yes, never before—so much for so little. Stop in and see us at—

Doll Bodies, Inc.

showroom

200 FIFTH AVENUE • NEW YORK 10, N.Y.
ROOM 532

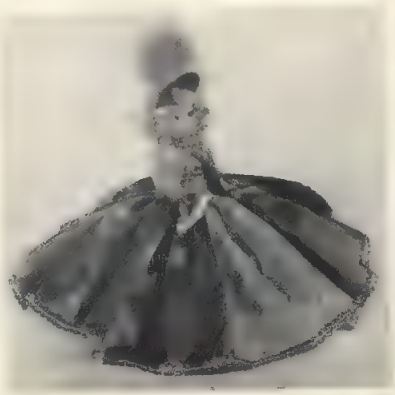
factory

22 JONES STREET

Most Beautiful Character Dolls in U.S.A.

CHARACTERS INCLUDE BRIDAL SERIES, DOLLS OF MANY NATIONS, AMERICAN BEAUTIES, AND MANY OTHERS

NOT SHOWN AT TOY FAIR



WRITE DIRECT TO US

7½ inches high, all plastic, with movable head and arms. Margon moving eyes and the most adorable little faces you've ever seen! . . . Our little wigs are silky and the hair-do is distinctive . . . Dresses are exquisitely detailed, with wide, full skirts, trimmed lavishly with flounces of ruffled net, velvets, gold and silver braid, rosebuds, bows and flowers . . . And beautifully packaged in large cellophane window box that sells doll on sight . . . Send us your order NOW for sample dozen.

PRICED LOW FOR VOLUME SALES!

Year-'Round Sellers—Repeat Orders Terrific!

TERRITORY AVAILABLE FOR SALESMEN

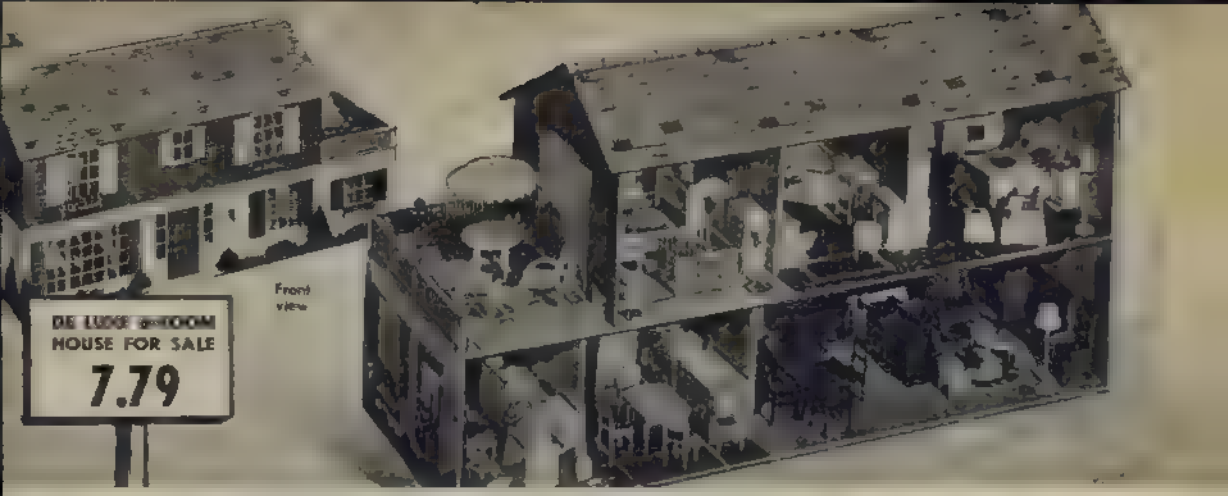
DOLL BY Margaret

OXENFELD MFG. CO.

Entire Second Floor

2831-37 Olive Street

ST. LOUIS 3, MO.



FOR SALE—FURNISHED HOUSES FOR DOLLIES

DELUXE 6-ROOM COLONIAL DOLL HOUSE. New big size—at a new low price! With patio, sun deck and 6 complete rooms of plastic furniture. Sturdy smooth-edged steel construction, gaily lithographed inside and out. Imitation brick and wood front with colorful lithographed trees and flowers. Even has a make-believe porch light. 56 pcs. include 8-pc. bedroom set, 5-pc. bath set, 4-pc. nursery set, 9-pc. kitchen set, 14-pc. living-dining room set, 12 plastic utensils in utility room, sun deck furniture. House 33 in. long, 12 in. deep, 19 in. high to chimney top. Easy to assemble; instructions incl.
R35 J 5956. Mailable. Shpg. wt. 13 lbs. Complete **7.79**

ECONOMY 5-ROOM DOLL HOUSE. All smooth-edge steel, beautifully lithographed inside and out. Wonderful gift at a low, low price. Includes 7-pc. living room set, 7-pc. kitchen set, 6-pc. bedroom set; 4-pc. nursery set, 4-pc. bathroom set and two small plastic dolls. Overall measurement 25 in. long, 16 in. high, 10 in. deep. Easy to assemble, instructions incl.
R35 J 5957. Mailable (7 lbs.) ..... Complete **2.89**

6-ROOM METAL DOLL HOUSE. Complete with its own rumpus room and breezeway. An ideal Christmas gift to give hours of joy to your little girl. Strong steel with smoothly rounded edges. Gaily lithographed, consists of 6-pc. bedroom, 4-pc. nursery, 4-pc. bathroom, 8-pc. kitchen, 15-pc. living room, rumpus room with 11 pieces of furniture including make-believe bar and juke box—and a ping pong table in the breezeway. Green lithographed shingle roof. Measures 32 in. long, 9 in. deep, 15 in. to chimney top; 9½ in. to patio top. Assembly instructions incl.
R35 J 5955. Mailable. Shipping weight 9 lbs. ..... Complete **4.79**

DOLL TRUNK. Red enameled steel over wood; blue trim. Hanger rack with two hangers plus storage drawer. Snap lock with key; carrying handles. Measures 8¼x9¼x16 in. high. Mailable.
R35 J 4412 (9 lbs.) **4.39**

(A) MINIATURE DOLL FAMILY. Just the right size to fit into her doll house. Pliable vinyl plastic—can be made to stand, sit, assume any position. Family consists of mother, father, sister, brother, baby and nurse. Sized proportionately—mother 4 in. high, baby 1¾ in. long. Cloth and plastic clothing.
35 J 3406. Shpg. wt. 15 oz. Complete **1.94**

(B) MINIATURE COWBOY FAMILY. Mother, father, sister, brother and baby, all in Western attire. Vinyl plastic bodies are flexible—bend to form many positions. Dolls are sized proportionately with mother standing 4 in. high and baby measuring 1¾ in. long.
35 J 3407. Shpg. wt. 15 oz. Complete **1.94**

DO YOUR CHRISTMAS SHOPPING IN THE COMFORT OF YOUR HOME

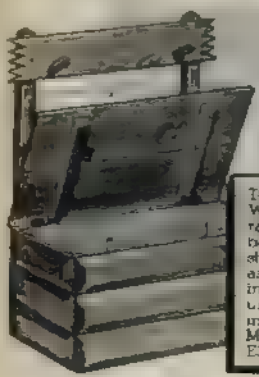
Boltaflex®

UPHOLSTERED ROCKERS

- Outwears costly leather
- Clean with a damp cloth
- Won't wear or peel

PADDED ROCKER. Red Boltaflex covered; padded back, arms. Walnut finish hardwood frame. Special bolt construction keeps rocker in place. 24 in. high, 22 in. wide overall. Seat, 14x14 in.; 10 in. from floor. Frt. or exp. from Chicago. (18 lbs.) B35 J 4099 **10.95**

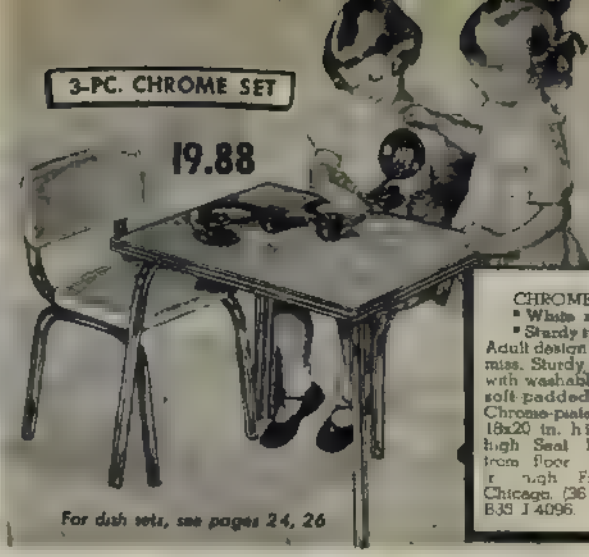
LOW PRICED! Red Boltaflex covered, blond hardwood frame. Value. Special rocking seat action, non-sag springs. Back rest 13 in. wide, 8 in. deep; seat is 14 in. wide, 13 in. deep, 12 in. from floor. Easy to assemble. Mailable. (15 lbs.) E35 J 4084 . . . **8.94**



TOY CHEST. New. With multi-purpose rack easy to attach to back. Chest fine for storing clothes as well as toys. Sturdy pine in natural finish. Measures 14 in. high, 26 in. long, 15 in. deep. Mailed. (28 lbs.) E35 J 4093 **9.88**

3-PC. CHROME SET

19.88



For dish sets, see pages 24, 26

CHROME DINETTE SET
- White marbleized plastic
- Sturdy tubular steel legs

Adult design—sized for the little miss. Sturdy masonite table top with washable plastic covering; soft-padded chairs matching. Chrome-plated legs. Table 24x18x20 in. high. Chairs 23 in. high. Seat 12 in. deep; 13 in. from floor. Back [illegible] in. x[illegible] in. high. Frt. or exp. from Chicago. (36 lbs.) B35 J 4096 3 pcs. **19.88**

With New Posture Chairs

Set **9.79**

STEEL TABLE AND CHAIR SET
- Sturdy construction—modern design

Bright Red and Gray crackle finish. Posture chairs encourage correct sitting position. Table 23x19x21 inches high. Chair back 11x4½ inches, seat 11 inches diam., 14 inches from floor. Mailable.
E35 J 4072. (28 lbs.) . . . 3 pcs. **9.79**

CHAIR ONLY. Sold separately
R35 J 4073 (9 lbs.) . . . Each 2.79

3-PC. FOLDING SET

Extra Lightweight

Set **10.94**

FOLDING TABLE AND CHAIR SET
- Sturdy steel, folds for storage

Red plastic covered table top, chairs gray enamel finish. Safety lock. Tubular steel legs. Table 24x24x21 in. high. Chairs 25 in. high overall. Seat 12x11 in. deep; 14 in. from floor. Mailable
E35 J 4085 (30 lbs.) 3 pcs. **10.94**

EXTRA CHAIRS. Sold separately
R35 J 4086 (17 lbs.) 2 for 5.79

(A) TINY TOTS' CHAIR. Rea. buy. Red enamel finished hardwood. 20 in. high overall, 9½x9½ inch seat; 10 inches from floor.
R35 J 3962. Mailable. Shpg. wt. 4 lbs. . . **1.98**

(B) HARDWOOD CRICKET ROCKER. 23 in. high, 14 in. wide. Cotton filled seat, back cushions. 13 in. sq. seat, 10 in. from floor.
E35 J 3966. Mailable. (10 lbs.) . **4.98**

(C) MUSICAL ROCKER. Hardwood. 23 in. high overall. Seat [illegible]x12 inches, 11 in. from floor. Frt. or exp. from Chicago.
B35 J 4087 (11 lbs.) . **8.94**

3-PC. HARDWOOD SET

Modern Blond Finish

Set **8.88**

3-PC. HARDWOOD TABLE, CHAIR SET
- Modern design, blond-type finish

Made of selected hardwood. Drop leaf table measures 18 in. by 22 in. with leaves open, stands 17 in. from floor. Chair backs: 9½x9½ in., seat 8½x9 in., 10 in. from floor. 18 in. high overall. (17 lbs.)
E35 J 4088. Mailable 3 pcs. **8.88**

Drop Leaf Table

Set **5.95**

THRIFTY DROP LEAF TABLE SET
- Maple finish, ponderosa pine

Furniture to make little girls feel so grown up. Table closed measures 19x19 in., open 24x19 in. Stands 18 in. from the floor. Chairs 20 in. high overall. Seat 10 in. square, 10 in. from floor. Mailable
E35 J 4082 (20 lbs.) 3 pcs. **5.95**

 ORDER ALL YOUR TOYS EARLY . . . PAY LATER, A LITTLE EACH MONTH

Appealing Girls and Cuddly Babies

(A) GIRL WITH WARDROBE. This winsome little girl is wearing a smart cotton sunsuit with matching panties, but she has a full wardrobe of beautifully made clothes for other occasions—a braid trimmed coat with matching beret, a cute playsuit with bolero jacket, plastic raincape with hood, sheer nylon nightie and an exquisite taffeta "formal" with filmy bouffant skirt. She's made of durable hard plastic turning head, movable arms and legs. Delicately tinted features, glassene sleeping eyes with lashes. Her lovely full length Saran hair can be washed, set, "permanent-waved."
48 T 3988—Abt. 14 in. tall. Wt. 1 lb. 10 oz.... 7.95

(B) PINAFORE TOT. Her "poodle-cut" Saran hair is actually-rooted and it can be combed and set in pin-curls. Lifelike head is new soft vinyl—feels like real flesh. Glassene sleeping eyes with lashes. Soft latex body stuffed with foam rubber; she coos when you squeeze her. Cute candy-stripe dress with full skirt and puff sleeves is rayon taffeta. Snap fastenings. Organdy pinafore, knit panties, socks, shoes. Plastic curlers.
48 T 4099 L Abt. 17½ in. tall. Wt 2 lbs 8 oz. 5.95

(C) BABY DOLL WITH SARAN HAIR. Her little mother can comb, set and "permanent wave" her hair. Durable plastic head with glassene sleeping eyes. Soft cotton stuffed body; cry voice. Movable arms and legs are smooth vinyl plastic. Dainty lace-trimmed nainsook dress and bonnet. Taffeta petticoat, socks, tie shoes. With comb, curlers.
48 T 4202 Abt. 16 in. tall. Wt 2 lbs.. ..... 4.45

(D) "BUBBLES." Big, soft and cuddly looks and feels like a real baby. Smooth soft vinyl head with chubby dimpled cheeks, plump baby hands. Painted eyes and hair. Soft cotton-stuffed body. Snowsuit is washable terry cloth; ribbon ties. Satin-trimmed hood, leather shoes. Cry voice.
48 T 4208 L Abt. 28 in. tall. Wt 4 lbs. 9.45
48 T 4207 L Abt. 22 in. tall. Wt 3 lbs. 4 oz.. 7.39
48 T 4206 L—Abt. 18 in. tall (no voice) Wt 2 lbs. 5.69

(E) LITTLE TODDLER. Long Saran hair to wash, set, "permanent wave." Soft vinyl head; set in glassene eyes. Soft latex body; coo voice. Waffle-weave cotton dress; panties, socks, shoes.
48 T 4081 Abt. 12 in. tall. Wt. 1 lb.... . 2.69

(F) HORSEMAN TOT WITH SARAN HAIR. Her hair is actually rooted and it can be combed, set, "permanent waved." All smooth, soft vinyl plastic; turning head, movable arms, legs. Glassene sleeping eyes with lashes. Voice. Pretty sheer nainsook dress; lace trim, button fastenings. Cotton slip knit panties, socks, shoes. Plastic curlers.
48 T 4221 L—Abt. 15 in. tall. Wt. 2 lbs. 4 oz. . 6.59

(G) SOFT BABY DOLL WITH SARAN HAIR. Lifelike soft vinyl head, glassene sleeping eyes. Hair can be washed, set, "permanent-waved." Soft latex body stuffed with foam rubber; coos if she's squeezed. Dainty cotton "crinkay" coat-dress with organdy ruffles; panties, socks, shoes. Curlers.
48 T 4059 L -Abt. 17 in. tall Wt. 1 lb. 12 oz. 5.95

SEE PAGES 118 AND 119 FOR "SHADOW WAVE" DOLL PERMANENT KITS. FACTS ABOUT DOLLS, PAGE 116. FOR COMPLETE DETAILS OF WARDS CONVENIENT MONTHLY PAYMENT PLAN, SEE PAGE 232.

Saran Hair... Lovable Babies

D BONNET BABY—HER LONG SARAN HAIR IS ACTUALLY ROOTED. Beautifully made baby with lovely rooted hair that can be washed, combed, set and "permanent-waved" (see Kits, Pgs. 116 and 119). New flesh-like soft vinyl turning head with delicately molded features, glassene sleeping eyes with real lashes. Soft latex body stuffed with foam rubber; movable arms and legs, coo voice. Wears frilly nylon dress with dainty embroidery on bodice and skirt; snap fastenings. Matching bonnet, faced with taffeta, ties with a big satin bow. Slip, panties, rayon socks, tie shoes. Plastic curlers.

48 T 4233 L—Doll about 26 inches tall. Shipping weight 5 lbs. 11.95

48 T 4232 L—Doll about 22 inches tall. Shipping weight 3 lbs. 4 oz. 9.95

48 T 4231 L—Doll about 18 inches tall. Shipping weight 2 lbs. 8 oz. 8.45

48 T 4230 L—Doll about 16 inches tall. Shipping weight 2 lbs. 7.45

E ADORABLE BABY IN KNITTED SWEATER OUTFIT. This little tot has beautifully detailed turning head made of new soft vinyl—smooth and pliable, like actual flesh. Sweet baby features and tiny ears; molded tinted hair. Glassene sleeping eyes with real lashes. Latex body feels like real baby skin; stuffed with foam rubber to make "baby" soft and huggable. Chubby arms and legs are movable. She coos when she's squeezed. Wears a fluffy lace-trimmed organdy dress with pin fastenings, full-length cotton slip, panties, socks, tie shoes. Sweater and matching hood are knitted of soft cotton.

48 T 4086 L—Doll about 26 inches tall. Shipping weight 5 lbs. 7.95

48 T 4085 L—Doll about 22 inches tall. Shipping weight 3 lbs. 4 oz. 6.39

48 T 4084 L—Doll about 16 inches tall. Shipping weight 2 lbs. 4.75

48 T 4083 —Doll about 12 inches tall. Shipping weight 1 lb. 3 oz. 3.29

F "TODDLES", THE WALKING DOLL . . . WITH ROOTED SARAN HAIR. Teach her to walk. This is the appealing tot described in national magazines who toddles along like a real child if you take her hand to help her. She walks naturally, without a jerky motion, and she can sit down after her walk. Her full "poodle-cut" Saran hair is actually rooted like real hair, and it can be washed, combed, set in pin curls or "permanent waved" (see Kits, pgs. 116 and 119). Lifelike head is new soft vinyl, smooth and pliable as actual flesh. Glassene sleeping eyes with real lashes. Movable arms and legs are skin-soft vinyl plastic; hard plastic body. Pretty little-girl dress is cotton crinkly with organdy yoke and puff sleeves; button fastening. Broadcloth panties, socks, shoes.

48 T 4058 L. Doll about 23 inches tall. Shipping weight 4 lbs. 8 oz. 13.95

Lifelike Tots with Washable

(A) NEW "SHADOW WAVE" BABY WITH PERMANENT WAVE KIT. This lifelike little girl has long, silky Saran hair actually rooted in her head—and it can be washed, combed, set and "permanent-waved" with her own Shadow Wave kit. Lovely turning head is new soft vinyl, smooth and pliable as real flesh. Big glassene sleeping eyes with real lashes. Soft, huggable plastic body is beautifully detailed; movable arms and legs, coo voice. Dainty *washable* plaid dress. Slip, panties, socks, tie shoes. Wave Kit contains comb, brush, soap, "wave solution" (harmless), curlers, bobby pins, barrette, instructions

48 T 4082 L—Doll about 26 in. tall; with Shadow Wave Kit. Ship. wt. 5 lbs. . . . 14.45

48 T 4081 L—Doll about 20 in. tall; with Shadow Wave Kit. Wt. 3 lbs. 4 oz. . . . 11.45

48 T 4080 L—Doll about 18 in. tall; with Shadow Wave Kit. Wt. 2 lbs. 4 oz. . . 9.45

(B) "GIBSON-GIRL" BABY WITH PLAID TAFFETA SKIRT. A cunning tot dressed in the latest fashion. She wears a big straw hat over her lovely long Saran hair that can be washed, combed, set and "permanent-waved" (see Kits on Pgs. 116 and 119). Beautifully molded turning head is new, lifelike soft vinyl. Big glassene sleeping eyes with real lashes. Soft latex body stuffed with foam rubber; movable arms and legs, coo voice. Full taffeta skirt with "dust ruffle", frilly organdy blouse, straw hat; panties, socks, shoes. Plastic curlers.

48 T 4090 L—Doll about 26 inches tall. Shipping weight 5 lbs. . . . 11.49

48 T 4089 L—Doll about 21 inches tall. Shipping weight 3 lbs. 4 oz. . . . 9.45

48 T 4088 L—Doll about 18 inches tall. Shipping weight 2 lbs. 8 oz. . . . 7.79

48 T 4087—Doll about 14 inches tall. Shipping weight 1 lb. 8 oz. 4.75

(C) ROSY-CHEEKED BABY IN LONG CHRISTENING DRESS. Adorable infant with lifelike soft vinyl turning head, delicately molded features, ears and hair. Glassene sleeping eyes with lashes. Cuddly latex body stuffed with foam rubber; movable arms and legs, voice. Dainty nainsook dress with flocked yoke and hem, lace edging. Slip, diaper, booties. Fleecy flannel blanket with satin binding.

48 T 4096 L—Doll about 22 inches tall. Shipping weight 3 lbs. 4 oz. 7.79

48 T 4095 L—Doll about 18 inches tall. Shipping weight 2 lbs. 8 oz. 6.69

48 T 4094—Doll about 14 inches tall. Shipping weight 1 lb. 8 oz. 4.79

READ FACTS ABOUT DOLLS ON PAGE 118. WARDS MONTHLY PAYMENT PLAN PAGE 222

Pretty Girl Dolls and Dainty Miniatures

N TO V MINIATURE DOLLS. All plastic; movable heads and arms. Sleeping eyes. Abt. 7½ in tall. Beautifully dressed; gift-boxed

(N) BRIDE. "Brocaded" taffeta dress, lace and braid trim. Net veil. Buckram slip. Flowers in hand. Mohair wig
48 T 3968 Ship. wt. 12 oz..... 1.69

(P) FLOWER GIRL. Taffeta dress with lace trim. Matching hat. Carries a little flower basket. Mohair wig
48 T 3976—Ship. wt. 12 oz.. ....1.69

(R) VANITY GIRL. Figured taffeta dress trimmed with ribbon and lace ruffles. Matching hat. Mohair wig.
48 T 3975 Ship. wt. 12 oz.....1.69

(T) MARTHA WASHINGTON. Full taffeta dress with sheer ninon flounces. Felt hat with plume. Mohair wig.
48 T 3967 Ship. wt 12 oz. .. 1.69

(U) (V) "SPACE" BOY AND GIRL. Plastic suits, gloves, boots. Belts with buckles, transparent plastic space helmets complete with "oxygen tubes."
(U) 48 T 3972—Space Boy. Has painted hair. Ship. wt 10 oz. . . .1.69
(V) 48 T 3973 Space Girl. Has Mohair wig. Ship. wt. 10 oz.. ....1.69

W GIRL WITH ICE SKATES. All vinyl plastic, delicately molded and tinted. Turning head, movable arms and legs. Big glassene sleeping eyes with lashes. Long Saran hair can be washed, combed, "permanent-waved." Wears waffle-weave cotton skirt over her skating "jersey"; fringe trim, button fastening. Matching parka; socks, shoes. Carries shoe-skates. Ship. wt. 3 lbs.
48 T 3839 L—Abt. 19 in. tall.....8.69

X GIRL WITH SARAN BRAIDS. All plastic; jointed arms and legs, turning head. Tinted features; glassene sleeping eyes with lashes. Hair can be washed, combed, "permanent-waved." Jaunty taffeta jumper and panties, white taffeta blouse, socks, shoes. Curlers, comb. Wts. 2 lbs.; 1 lb. 12 oz.
48 T 3985 L—Abt. 18 in tall.....7.45
48 T 3965 L—Abt. 16 in. tall.....5.95

Y GIRL ON ROLLER SKATES. All plastic; movable head, arms, legs. Tinted features, glassene sleeping eyes with lashes. Saran hair can be washed, combed, "permanent-waved." Cotton gabardine dress; rick-rack and flower trim; snap fasteners. Felt half hat; panties, socks, extra shoes. Wheels on shoe skates really roll. Wt. 1 lb. 8 oz.
48 T 3959 L—Abt. 16 in tall 7.69

Z BRIDE DOLL. Beautiful plastic girl with movable arms and legs, turning head. Glassene sleeping eyes. Her lovely Saran hair can be washed, set, "permanent-waved." Rayon taffeta gown fashioned with long sleeves and a deep ruffle at the neck. Matching halo cap with veil. Flowers in hand. Panties attached to dress, socks, shoes.
48 T 3958—About 14 in. tall. Ship. wt. 1 lb. 5 oz.....4.95

AA GIRL IN BRA AND PANTIES. All plastic with movable arms and legs, turning head. Glassene sleeping eyes. Saran hair—can be washed, combed, "permanent-waved." Removable undies, socks, shoes. With mirror, comb, hair-clips, bobby pins. A cute girl to sew for.
48 T 3987 About 12½ in. tall. Ship. wt 1 lb.....3.25

BIG SHADOW WAVE KIT FOR DOLLS

BB Here's a big "permanent wave" kit for all the little beauty operators who want to give their dollies home permanents. Sturdy reinforced carrying case with metal handle and snap lock is 12½ by 7 in. Contains doll hair lotion (harmless), plastic curlers, plastic beauty cape, plastic bowl, cotton balls in plastic container, comb, brush, bobby pins, barrettes, soap. Instructions.
48 T 4140 -Ship. wt. 1 lb. 9 oz... . 1.85

Wigs on all Wards dolls excepting miniatures can be combed, washed, set and "permanent-waved." See Facts About Dolls, Page 118. Doll dresses and patterns, Page 128. For Wards Monthly Payment Plan see Page 222.

FOR OUT-OF-THIS-WORLD SALES STOCK UP ON NEW DOUGHBOY

SPACE TOYS

CASH IN ON THE SPACE CRAZE! Space themes are "hot" in radio, TV, comic books, movies. Now it's YOUR turn . . . with these new high-profit, high-quality SPACE TOYS by Doughboy. Stock up, display, and SELL!

X-1 Strato Ship

"On the land, on the sea, in the air "the kids can have a terrific time with this toy. Futuristic aircraft design — actually glides up to 100 feet. Also a water toy. FORTIPLYED® Vinylite Plastic. 34½" long x 27" wing span. Packed individually, 24 to 11-lb. carton ..... Retail, $2.00

No. 800

Strato Ranger Space Suit

5 colorful pieces for that man-of-the-future look! Helmet with transparent visor and simulated respirator; breastplate, gauntlets and belt. All are of tough Vinylite plastic, brilliantly colored. For children 5 to 10 years old. Packed individually, 24 to 11-lb. carton ..... Retail, $2.50

No. 810

Doughboy

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin

LI'L BULGY THE WHALE with water squirter! 4"x10"x3½"
No. 622
LI'L SWISHY THE ALLIGATOR, inflatable soap dish. 5½"x15"x2½"
No. 633
LI'L SNAPPER
LI'L SWISHY
LI'L SNAPPER THE TURTLE, inflatable soap dish. 7½"x10"x2½"
No. 643
LI'L SPLASHER THE FROG, inflatable soap dish. 6"x11"x2"
No. 673
LI'L SPLASHER
LI'L SANDY THE SEA HORSE, weighted bottom, floats erect. 10½"x8½"x3"
No. 624
LI'L SANDY
NEW! Miniatures of Doughboy's nationally-advertised beach toys . . .
TUB TOYS
Make a fast sales splash with these new "junior" versions of best-selling Doughboy beach toys! Every TUB TOY has actually been pre-sold through national advertising of its "big brother", a popular Doughboy beach toy.
Packed already inflated, TUB TOYS have inside bell rattle, with valve for easy inflation and deflation. Made of FORTI-PLYED® Vinylite plastic, color-fast and washable.
No. 1000 Assortment. Packed bulk, 24 per case: 6 Sandy, 6 Bulgy, 4 Snapper, 4 Swishy, 4 Splasher. Wt. 3½ lbs.
Or order individual toys by number, 24 per case. Wt. 3½ lbs.
Suggested retail price 50c
(all prices FOB Factory)
Doughboy Industries, Inc.
New Richmond, Wisconsin
Doughboy

THE BEST PLASTIC DOLL BODIES

ON THE MARKET
and at the

BEST PRICES

12½"

All Plastic

UNDRESSED DOLL

★ MOVING EYES WITH EYELASHES
★ MOVING HEAD
★ MOVING ARMS
★ MOVING LEGS

Write for Full Information

7½" DOLL

ALL PLASTIC BODY

★ MOVING EYES
★ MOVING HEAD
★ MOVING ARMS

7½" BODIES ARE AVAILABLE WITH MOVING OR PAINTED EYES & WITH OR WITHOUT WIGS.

•

BOY DOLL BODIES MAY BE OBTAINED WITH OR WITHOUT HATS.

SEE OUR FULL DISPLAY AT THE **TOY FAIR**

HOTEL McALPIN
ROOM 967

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

JOURNAL JACKS
Duff-Norton

BALL BEARING

Malleable iron frame and base. The standard ball-bearing jack for railroads, bridge and construction work.

Rapid raising and lowering due to the steep pitch of the screw.

Simple and compact design consisting of a one-piece shell, cold-drawn seamless steel lifting standard, high carbon heat-treated lifting screw, phosphor-bronze nut and high manganese chrome steel heat-treated gears. No bolts to come loose.

Furnished with 3-foot solid steel operating lever with pinch bar end.

Nos.	111-C	2510-C	3510-C	5010-C
Cap., tons	15	25	35	50
Ht., ins.	10	10	10	10
Lift, ins.	5	5	5	4¼
Wt. ea., lbs.	29	36	50	61
Each	$70.50	$97.00	$136.00	$236.00

Loose

CONE BEARING

Designed for car and locomotive journal and inspection work, bridge construction, and are particularly adaptable to many industrial purposes requiring low jacks for short lifts.

Model No.	1507
Capacity, tons	15
Height lowered, ins.	7
Lift, ins.	2½
Weight each, lbs.	22
Each	$62.50

Loose

WAGON SKIDS

Selected straight grained ash, with forged flat steel hooks and forged steel end shoes.

Length, feet	8	10
Width, inches	15½	15½
Weight each, lbs.	45	56
No. 226—Each	$38.00	$42.00

Loose

STORE TRUCKS
Gleason

One inch tubular steel frame. All rubber molded wheels with oiless bearings molded in. Carrying capacity 600 lbs. Finished in red enamel.

No.	2203
Height, ins.	46
Width, ins.	17
Nose, ins.	7x14
Wheels, ins.	1½x5
Weight each, lbs.	20
Each	$12.95

Loose

STORE TRUCKS
Showcase

"LITTLE GIANT"

Designed for handling shoe boxes or light packages behind showcases or in narrow aisles. Hardwood frame, cast wheels

Nos.	227	227R
Tires	steel	rubber
Length handle, ins.	56	56
Width nose, ins.	10¼	10¼
Size wheels, ins.	3½x⅞	3¾x1
Weight each, lbs.	17	21
Each	$10.00	$24.00

Loose

Bag or Light Warehouse

"DANDY"

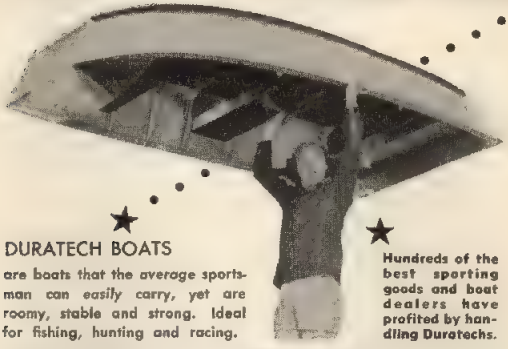
Seasoned hardwood handles and cross bars.

STEEL TIRES, HALF STRAPPED

Length handles, inches	46
Width at nose, inches	12
Width at top bar, inches	17
Diameter of wheel, ins.	6
Weight each, lbs.	29
No. 215—Each	$25.60

Loose

LIGHTEST . . . ALUMINUM



DURATECH BOATS

are boats that the average sportsman can easily carry, yet are roomy, stable and strong. Ideal for fishing, hunting and racing.

Hundreds of the best sporting goods and boat dealers have profited by handling Duratechs.

DURATECH MANUFACTURING CORP.
198 MAIN STREET TARRYTOWN, NEW YORK

Wizard Boats, Inc., Costa Mesa, Cal.
Wood Marine Engineering Corp., Tulsa, Okla.

BOATS, ALUMINUM:

Aero Mfg. Co., Syracuse, Ind.
All Aluminum Boat Mfg. Co., Grand Prairie, Tex.
Aluma Craft Boat Co., Minneapolis, Minn.
Blue Mfg. Co., Goddard, Kan.
Chicoutimi Aluminum Products, Ltd., Chicoutimi, Que., Can.
Duratech Mfg. Corp., Tarrytown, N. Y.
Feather Craft, Inc., Atlanta, Ga.
Freeland Sons Co., Sturgis, Mich.
Grumman Aircraft Eng. Corp., Bethpage, L. I., N. Y.
Harwill, Inc., St. Charles, Mich.
Hobbs Mfg. Co., Marietta, Ga.
Hoppenstand Industries Co., Greenville, Pa.
Larson Watercraft, Inc., Little Falls, Minn.
Lone Star Boat Co., Grand Prairie, Tex.
Maloney, John S., Meriden, Conn.
Pioneer Mfg. Co., Middlebury, Ind.
Regal Products, Ltd., Adams, Wis.

WHEN IN DOUBT ask the SPINKS

Southwest Mfg. Co., Little Rock, Ark.

Arkansas Traveler
Cushion-Aire -Glide
ALUMINUM OUTBOARD BOATS
Southwest MFG. CO.
2022 E. 14th, LITTLE ROCK, ARK.

Star Metal Boat Co., Goshen, Ind.
Trailorboat Eng. Co., San Rafael, Cal.

BOATS, CANVAS COVERED:

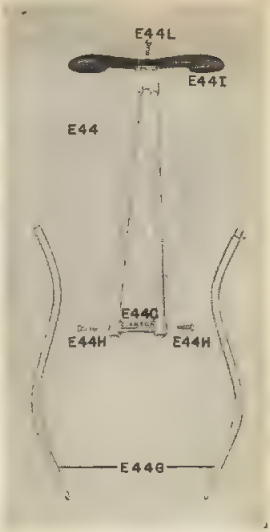
Chestnut Canoe Co., Ltd., Fredericton, N. B., Can.

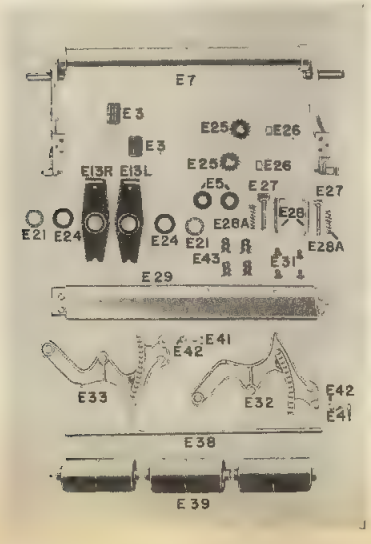
Sweat Sox—Best quality for 71 years by RIPON

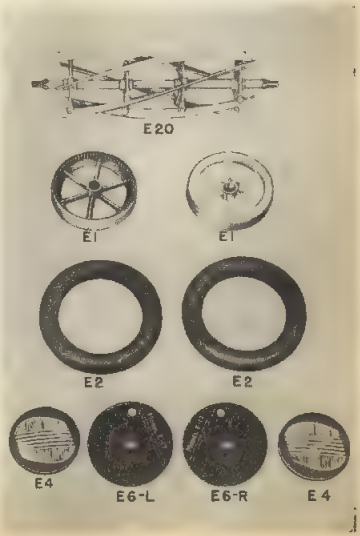
PARTS FOR CLEMSON LAWN MOWERS

For Model E17

No.	Item	Each
E1	Wheels	$3.00
E2	Tires	1 50
E3	Wheel Bearings	.75
E4	Hub Caps	.50
E5	Wheel Washers	.10
E6R	Dust Cover, Right	.50
E6L	Dust Cover, Left	.50
E7	Main Frame	4 50
E13R	Reel Sub Frame, Right	1.00
E13L	Reel Sub Frame, Left	1.00
E20	Reel complete	6.00
E21	Reel Bearings	.50
E24	Reel Bearing Seals	.10
E25	Clutch Gears	.75
E26	Clutch Pawls	.10
E27	Reel Adjusting Screws	.50
E28	Reel Retracting Brackets	.25
E28A	Reel Retracting Bracket Springs	.10
	Bed Knife	2.50
E31	Bed Knife Screws	.10
E32	Roller Frame, Right	1.00
E33	Roller Frame, Left	1.00
	Roller Shaft	.75
E39	Rollers	.75
E41	Roller Cap Screws	.10
E42	Roller Cap Screw Washers	.10
E43	Hairpin Springs	.10
E44	Handles	4.50
E44H	Lower Handle Cap Screw	.10
E44I	Handle Grips complete	1.50
E44L	Handle Grip Screw	.10



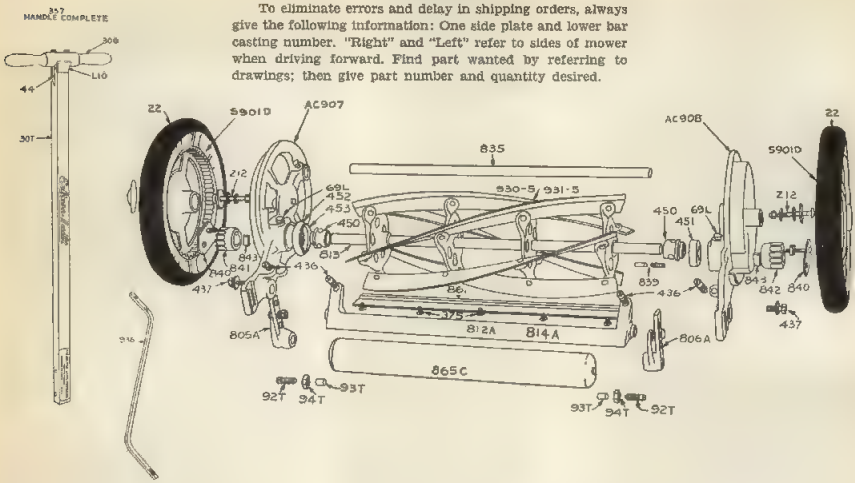




ECLIPSE LAWN MOWER PARTS

Arlington

To eliminate errors and delay in shipping orders, always give the following information: One side plate and lower bar casting number. "Right" and "Left" refer to sides of mower when driving forward. Find part wanted by referring to drawings; then give part number and quantity desired.

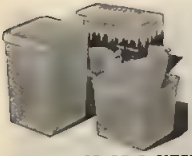


Part No.	Part Name	Quantity	Each
L10	Handle cap casting, to hold wood grip to handle	1	$0.30
Z12	Wheel bolt and washer	2	.30
22	Tire	2	1.75
30G	Wood handle grip	1	.45
30T	Wood handle tongue	1	.95
44	"U" bolt, to hold wood grip to handle tongue	1	45
69L	Oil cup	2	.25
92	Roller pin, 7/16" diameter	2	.15
92A	Roller pin, ⅝" diameter	2	.15
92T	Roller adjusting screw	2	.15
93T	Cone, used in end of roller with 805A and 806A	2	.15
94T	Lock nut for 92T adjusting screw	2	.10
315	Roller hanger, for 7/16" diameter, roller pin, left	1	.50
316	Roller hanger, for 7/16" diameter, roller pin, right	1	.50
357	Wood handle, complete	1	1.45
375	Lower blade steel screw	5-8	.03
436	Lower bar adjusting screw	4	.15
437	Bar end bolt and washer	2	.15
450	Cone, for reel bearing	2	.55
451	Reel bearing, press in type	1	.90
452	Reel bearing, screw in type, with lock nut	1	1.30
453	Lock nut, for 452 reel bearing	1	.30
805	Roller hanger, for ⅝" diameter, roller pin, left	1	.50
805A	Roller hanger, with adjusting screw, left	1	.75
806	Roller hanger, for ⅝" diameter, roller pin, right	1	.50
806A	Roller hanger with adjusting screw, right	1	.75
839	Adams sharpener lug and screw	1	.15
840	Pinion cover with bolt	2	.25
841	Wheel drive pinion, left	1	.45
842	Wheel drive pinion, right	1	.45
843	Pawl, for wheel drive pinions	2	.25
S901A	Wheel, less tire	2	2.90
S901B	Wheel, less tire	2	2.90
S901C	Wheel, less tire	4	$2.90
S901D	Wheel, less tire	4	2.90
AC907	Side plate, left	1	3.70
907	Side plate, left	1	3.70
907A	Side plate, left	1	3.70
907B	Side plate, left	1	3.70
907C	Side plate, left	1	3.70
AC908	Side plate, right	1	3.70
908	Side plate, right	1	3.70
908A	Side plate, right	1	3.70
908B	Side plate, right	1	3.70
908C	Side plate, right	1	3.70
	Hub cap	2	3.70

PARTS HAVING VARIOUS CUTTING SIZES

Part No.	Part Name	Quantity	Length 14"	16"	18"
65	Wood roller with 7/16" diameter pins	1	$0.80	$0.90	$0.95
65A	Wood roller with ⅝" diameter pins	1	.80	.90	.95
811	Lower bar with blade	1	2.55	....	
812A	Lower bar with blade	1	....	2.90	.
813	Reel shaft	1	.90	1.00	1.20
814A	Lower bar with blade	1	....		3.30
835	Tie rod	1	....	.75	.90
861	Lower blade steel with screws	1	.90	.95	1.00
865C	Wood roller, with cones in each end	1	.80	.90	.95
930-4	Reel without shaft, not sharpened, 4 blade	1	....	5.85	6.65
930-5	Reel without shaft, not sharpened, 5 blade	1	....	6.65	7.35
931-4	Reel, complete, sharpened, 4 blade	1	....	7.70	8.10
931-5	Reel, complete, sharpened, 5 blade	1	7.35	8.10	8.80
936	Handle irons (pair)	1	.90	1.00	1.20

"FREEZETTES" for use and re-use in deep-freeze



CHOICE OF 3 SIZES

FREEZETTES are entirely made of POLYETHYLENE plastic which is odorless, non toxic, tasteless, flexible at extremely low temperatures and which will not break when dropped or when foods expand while freezing. Frosty white color. Wash them and reuse them again and again. A gentle pressure on the bottom wall and foods come out whole without promoting. THAT'S NEW!! Have seal-tight covers. Shpg. wts. per box, 3 lbs., 1¾ lbs. and 1¾ lbs.

4x4x3¾-IN. PINT SIZE—(Mfrs. 154.)
N5077—Carton of 12 (Retails $4.49)..... **$2.70**

4x4x6 IN QUART SIZE (Mfrs. 156.)
N5078 Carton of 6 (Retails $3.49) **$2.10**

5x8x8⅞-IN ½ GAL. SIZE—(Mfrs. 157.)
N5079—Carton of 4 (Retails $7.39) **$2.38**

ROTO-TRAY FOR ICE CUBES

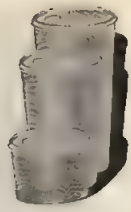
A twist of the wrist and out pop the cubes. A complete plastic tray . . . not an insert. Odorless, sanitary, flexible. Twist it, bend it, drop it and it springs back to shape. Will not freeze to ice chest. Guaranteed not to become brittle. Makes 18 cubes and fits all regular ice compartments. Frosty white color. Retails 98 cents. Shpg. wt. dozen, 3½ lbs. (Mfrs. 100.)

N5080—Each **65c** Dozen **$7.08**

ODORLESS
NON-TOXIC
FLEXIBLE
ECONOMICAL

AND YOU MAKE

66% MARK-UP



FREEZETTE DECANTERS

For use in deep freeze or for regular storage. Removable covers will not come off when liquids are poured through hinged spout. Assorted Red, Blue, Yellow and Frost White to dozen.

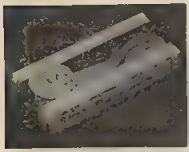
20 OZ CAPACITY—(Mfrs. 18)
N5081—Each 40c Dozen **$4.25**

32 OZ CAPACITY (Mfrs. 145.)
N5082—Each 55c Dozen **$4.97**

48-OZ. CAPACITY—(Mfrs. 186.)
N5083—Each 85c Dozen **$5.70**

PLASTIC SPOONS AND FORKS

Retail 10 Cents Box



Brightly colored plastic spoons or forks with reinforced backs and embossed handles. Length 4½ inches. Come packed 8 in cellophane window boxes, 2 each Red, Green, Yellow and Blue. Ideal for parties and picnics. Shpg. wt. dozen packages, 1¼ lbs.

SPOONS—(Mfrs. 180.)
N5084—Dozen Pkgs. **80c**

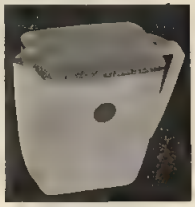
FORKS—(Mfrs. 181.)
N5085—Dozen Pkgs. **80c**

2-QT. CAPACITY PLASTIC PITCHER

Retails 98 Cents

Bright Red or Yellow plastic with white medallion and cover. STATE COLOR. Removable cover has non-breakable hinge. Easily cleaned. No-drip spout with ice cube guard for easy pouring. Each pitcher wrapped in individual transparent plastic box. Shpg. wt. dozen, 5½ lbs. (Mfrs. 552.)

N5086—Each **70c**
Per Dozen **$7.20**



MODERN—COLORFUL STONEWARE

CARTONS NOT BROKEN

6-CUP TEAPOT

Glazed earthenware teapot with built-in strainer spout. Comes in bright colors of Blue, Green and Brown assorted to carton of 6. Sold only in carton lots. Shpg. wt. carton, 20 lbs. (Mfrs. 6.)

N5612—
Carton (6) **$5.75**
Per Dozen **$11.20**

3-PIECE MIXING BOWL SET

Fluted rib design that matches casserole at left. Makes a nice matched set. Consists of one each 6, 7 and 8 inch heatproof ovenware bowls. Assorted Brown and Blue underglaze colors to carton of 8. Sold in carton lots only. Shpg. wt. carton, 36 lbs. (Mfrs. 18.)

N5613—
Carton (8 sets) **$3.90**
Dozen Sets **$7.60**

DECORATED COOKIE JAR ASSORTMENT

Handsomely decorated, colorful cookie jars all with knobbed lids. Jars are assorted colors, styles, decorations and sizes to carton of 6. Sizes range from 3¾ to 4½ quart capacity. Styles are as illustrated and colors will be assorted Blue, Black, Green and Ivory. Shpg. wt. carton, 48 lbs. (Mfrs. 666.)

N5606—
Carton (6) **$8.75**

NOW AT THE TOY CENTER

EUGENE QUALITY *DOLLS*

At Popular Prices

•

Announcing removal of
our permanent offices
and showroom to

ROOM 804

200 5th AVE. NEW YORK 10
ORegon 5-8020

Under direction of Eugene Klein and staff
. . . where, for your convenience, our
complete, newly styled line is on display.

•

We will also maintain a special Toy Fair Display in
ROOM 1047—HOTEL McALPIN
March 10th to 19th - - - Eugene Klein, Joseph Fettman
In attendance

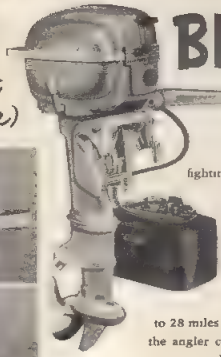
You are cordially invited to attend our twin exhibits and inspect our outstanding creations priced to suit every purse. Complete line of all types of dolls including a wide range of colored dolls.

EUGENE DOLL & NOVELTY CO.

72 SPRING STREET *Factory* NEW YORK 12, N. Y.

FISH don't come too big for EVINRUDE BIG TWIN

(not even giant blue-fin tuna)



Even aboard a super-powered big-game cruiser, catching a 600-pound torpedo of fighting blue fin tuna takes a lot of doing! But Lansdell Anderson, Boating Editor of Field & Stream, figured that an Evinrude Big Twin had plenty of stuff to handle the job. *He was right!* And his story, "Big Fish from Small Boats," tells how... "Solidly hooked into that coal-burning blue fin ... no trouble chasing it at close to 28 miles an hour ... sticking right on its tail until the angler could force it out of the school, there was power and speed to burn ... when the fracas boiled down to a stalemate, the motor's reverse feature made it possible to kill the tuna almost as fast as though the angler were fighting from Miss Chevy II." About Big Twin's grand bonus of speed, Anderson observed: "And it's always more fun to come home at a fast clip! Just sort of makes a fellow feel better with the whole world—even if he doesn't have any fish scales aboard."

BIG TWIN throttles to the right speed for *any kind* of trolling. The start of the battle with the big tuna off Cat Cay, Bahama Islands

HOOKED! The long chase that followed was clocked by a consort cruiser at close to 28 miles an hour.

GRAND FINALE! Big Twin's reverse helps take the last trace of fight out of the giant blue fin.

DOCKING for the weigh-in! Thrilling color movie, "Teamwork on Tuna!" photographed by Lansdell Anderson, available to Sportsmen's Clubs. See your Evinrude dealer for booking.

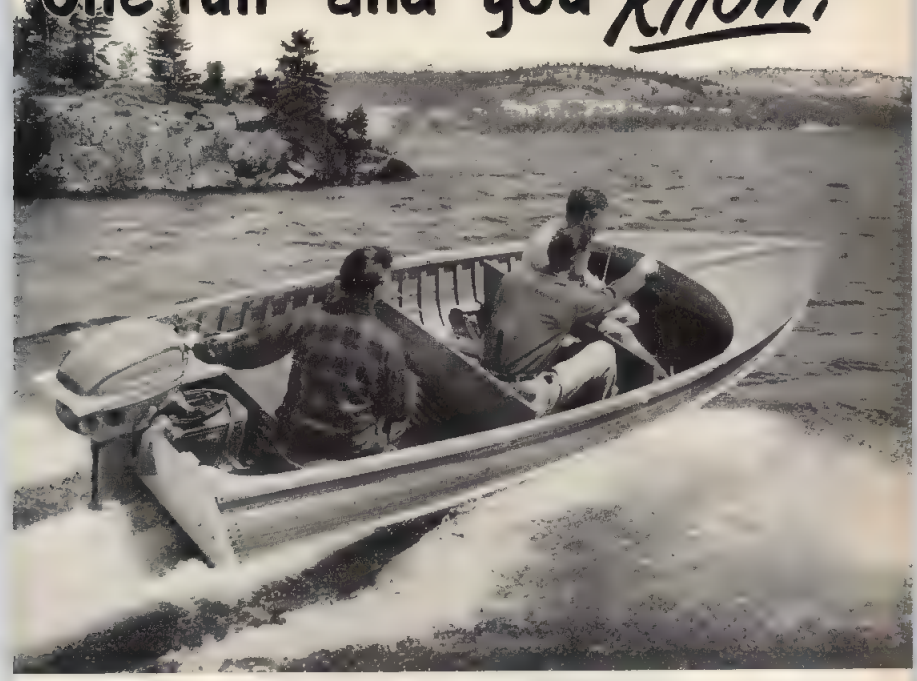
SEE YOUR EVINRUDE DEALER—look for his name under "Outboard Motors" in the yellow pages of your phone book. For free catalog of the complete Evinrude line, 3 to 25 H.P., write EVINRUDE MOTORS, 4845 North 27th Street, Milwaukee 16, Wisconsin.

In Canada: Manufactured by Evinrude Motors, Peterborough, Ontario

EVINRUDE

FIRST IN OUTBOARDS . . . 43rd YEAR

one run—and you *know!*



IT'S EASY to settle on the outboard you want . . . it's easy . . . it's fast . . . and it's *fun!* Take a look at the Evinrude that's hustling this "fisherman's express" . . . *take a run with Big Twin!* Try it! . . . and you'll never settle for less!

Take over the controls and see for yourself! Start in Neutral and back away . . . Big Twin's gearshift makes dockside maneuvering simple as handling your car! Shift to Forward—flick the Roto-Matic Control—Big Twin's blazing power smacks your boat to top speed in breathless seconds! You're streaking along at a 30-mile clip—smooth, quiet and steady! Far-off fishing spots are only minutes away . . . with Big Twin, the run is the biggest part of the fun!

Like trolling? Close your throttle 'way down . . . you whisper along with bare steerage way . . . hour after hour if you wish . . for Big Twin is the 30-miler that trolls like a small motor. On every count . . . for those who want the last word in fine outboard performance . . . Big Twin is the motor! *One run—and you know!*

SEE YOUR EVINRUDE DEALER—and get the good news on price . the 25 horsepower* Big Twin is yours at lowest price per horsepower of any outboard motor If you'd like Big Twin's kind of performance for smaller boats, it's yours in two companion models—the 14 H. P. Fastwin and the Fleetwin, 7.5 H.P. Look for your dealer's name under "Outboard Motors" in the yellow pages of your phone book. **CATALOG FREE!** Write today for big, full-color catalog describing the complete line of Evinrude models for 1952. Address EVINRUDE MOTORS, 4804 North 27th Street, Milwaukee 16, Wisconsin.

In Canada Manufactured by Evinrude Motors, Peterborough, Ont.

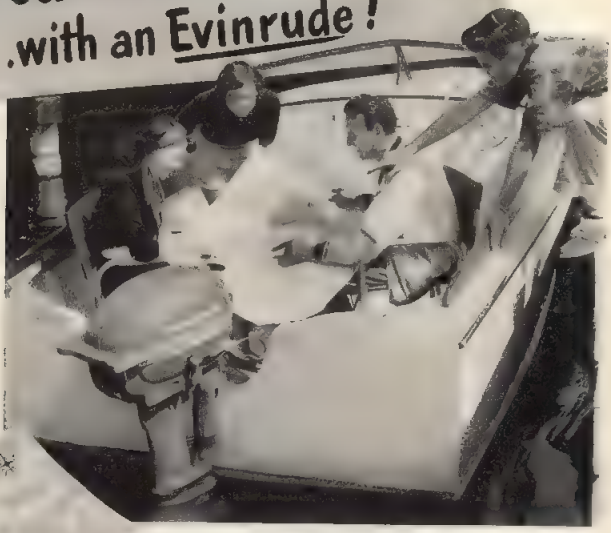
*Power ratings are O.B.C. certified brake H.P. at 4000 R.P.M.

RUGGED WORK IN ALASKA! This boat is one of a fleet of more than a thousand gill netters fishing the stormy waters of Bristol Bay, Alaska. Formerly restricted to the use of sail only, the fleet is now being rapidly converted to power. The Evinrude 25 H.P. Big Twin mounted in the stern provides reliable power in roughest going—saves space, saves weight—saves cost—and drives this heavily constructed 29-footer at approximately the same speed as a 40 H.P. inboard engine.

EVINRUDE

FIRST IN OUTBOARDS...43rd YEAR

you can GO PLACES ...with an Evinrude!



Fact is, you can wander all over the chart... with speed, comfort, minimum cost... in a snug and able cruiser *powered by Big Twin!* Furthermore, you can "trailer" your boat *anywhere,* to waters of your choice. Your cruising horizons are *limitless!*

Big Twin is the motor outboard cruising had been waiting for. A motor with abundant power to reel off the knots on substantial cruising hulls. A motor with *Gearshift* for neutral starting and full maneuverability, and engineered for complete remote control. Above all, a motor with *stamina* for trouble-free performance from shove-off to home-again!

In a single season, on coastal and inland waters everywhere, Big Twin has won its place as the motor for practical, low-cost cruising. If you'd like the whole story, see *your Evinrude dealer!* You'll find his name in your phone book under "Outboard Motors." For free catalog of the complete line of Evinrude models, write EVINRUDE MOTORS, 4761 N. 27th St., Milwaukee 16, Wisconsin.

In Canada: Evinrude Motors, Peterborough, Ont.

Announcing

HONEY WALKER

she walks,
she sits,
she turns her head

Trust Effanbee to do it *right*—Honey Walker has all the appeal of walking dolls—none of the headaches! Lifelike walking action designed by famous engineers . . . and she turns her lovely head with each step. Her hair is made of Saran that can be washed, combed and set.

A Honey by Effanbee, she's smartly designed—beautifully made—made to *sell!*

Popularly priced—to retail from $7.95

She's a natural - and naturally by

EFFANBEE DURABLE DOLLS

EFFANBEE *Dolls*

EFFANBEE means "*Finest and Best*" • 200 FIFTH AVENUE, NEW YORK, N. Y.

MIDWEST SHOWROOM: 1017 W. WASHINGTON BLVD., CHICAGO, ILL.

Another Fine **NOMA** *Product*

"Caribbean 58"

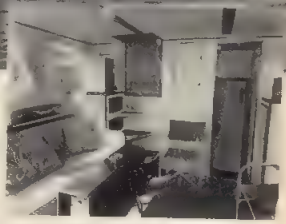
FAIRFORM FLYER

THE CARIBBEAN 58 is a sister ship, partaking of the highly successful characteristics of the OCEANIC 52, in nowise superseding her but with the greater accommodations obtainable in longer length and with many added features possible in this larger yacht

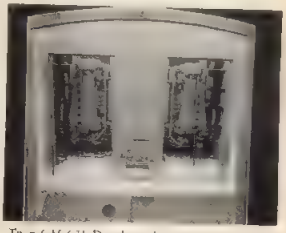
Her accommodations are delightful. Her Owners Suite compares favorably with those of the hitherto 80 footer. She also carries six guests in three Cabins Her Crew Quarters are more extensive and comfortable than ever before found on a yacht of this size. She has a restful Deckhouse and sheltered Sun Deck, each of about 100 square feet area. Protected Flying Bridge and Fairform precision fingertip controls. A fine Galley with Range, Automatic Hot Water and Electric Refrigeration.

THE CARIBBEAN 58, with the long-ago integrated Quadraconic Hull, reaches a PLANING speed at 9 knots, and stays on top, with her superb buoyancy, with remarkable dryness, in the heaviest weather in which a yachtsman should ever venture or be caught out. Exceptionally fast — with standard equipment and normal cruising load, this yacht maintains a sea speed of 18 knots, at least 50% higher than any other yacht of the same size and power

Because of unprecedented demand for the Fairform Flyer, we are unable to offer more than one yacht of this size for next winter delivery. We solicit substantial inquiry from yachtsmen who might desire this



The Deckhouse, large and roomy, is the acme of comfort. Generous lockers, serving table and space for optional Fairform Fuel Oil Heating System



Twin GM 671 Diesels in the extreme stern, in an entirely separate engine compartment. Propulsion is through the Huckins Spiral Bevel Vee Drive

Avenue to Health and Happiness

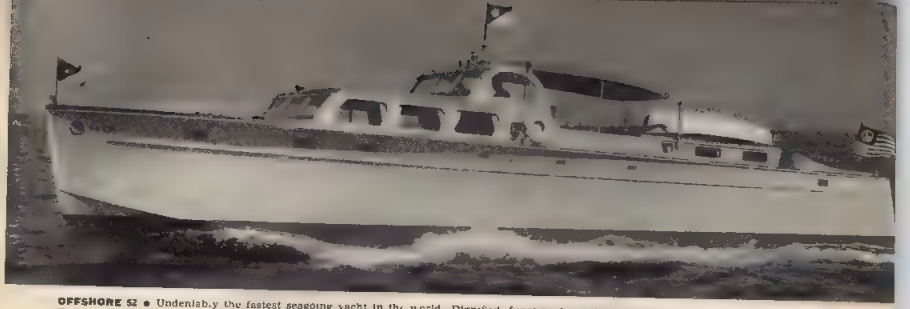
FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

Visit us when South this Winter

HUCKINS YACHT CORPORATION

Roosevelt Highway and Ortega River

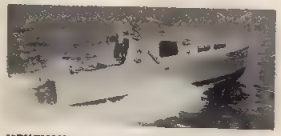
P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel. 2-1126



OFFSHORE 52 • Undeniably the fastest seagoing yacht in the world. Dignified functional simplicity in design and finish of the Quadraconic Hull reduces upkeep cost. Sleeps six, has three Toilets, Shower and Bath. Twin Diesels-in-stern. Identical to Offshore 48 but larger Bridge. An outstanding example of the Fairform Flyer Fleet that has justly earned the highest reputation for safe seaworthy and satisfying performance. Eighteen standard models 34 through 58 feet, offer every feasible type of cruiser and Sportsman a man may desire

FAIRFORM FLYER

PRO BONO 34 • Enclosed Deckhouse, large Aft Cockpit. Sleeps four in two Cabins. Twin Engines-in-stern. Cruising 23 knots. Top 30 MPH.



MENEMSHA 34 • Sport Fisherman, sleeps three or four. Flying Bridge, large Cockpit. Twin Engines-in-stern, troll below 5 knots. Top 30 MPH. Fishing equipment optional.

GURNET 34 • Day Boat and Weekender. Sleeps two. Galley and Toilet Room. Protected Bridge. Accommodates large party. Performance equals Pro Bono 34.

ORTEGA 40 • Complete cruising yacht. Sleeps four or six. Large Cockpit. Vee Drive engines cruise 23 knots. Top 30 MPH. Dual Elevated Controls optional.

DOGHOUSE 40 • Three Staterooms, sleeps six. Galley, Two Toilets and Shower. Flying Bridge. Aft Cockpit optional. Sustained cruising 20-23 knots. Top 26-29 MPH.

SPORTSMAN 40 • Similar to Doghouse 40 but with large Aft Cockpit. Sleeps four. Low fishing stern optional. Wide Side decks. Cruise 21-24 knots. Top 28-32 MPH.

GRAND MANAN 45 • Sedan Cruiser sleeps 6-8. Large Galley, two Toilets and Shower. Large Aft Cockpit, twin Engines-in-stern. Extremely quiet. Cruises 20 knots. Top 28 MPH.

NEPTUNE 45 • Three Staterooms, sleeps six. Flying Bridge. Large Galley, two Toilets and Shower. Optional Aft Cockpit. Gasoline or Diesels. Cruises 18 knots. Top 27 MPH.

SPORTSMAN 45 • Deluxe deep sea fishing Cruiser. Sleeps four or five comfortably. Flying Bridge. Gasoline or Diesel. Trolls at 5 knots. Performance equals Neptune 45.

SEAFARER 48 • Accommodations like Offshore 52 except Inside Controls. Sleeps six. Patio Deck and Aft Cockpit. Diesels-in-stern. 20 knot sustained cruising.

OCEANIC 52 • Dual Controls — all weather cruising. Sleeps eight in four Cabins. Galley and Crew aft. Twin Diesels-in-stern. Aft Cockpit. 20 knot cruising.

CARIBBEAN 58 • Luxurious. Sleeps ten in five Cabins. 800 mile radius. Twin Diesels-in-stern. Cruising 18 knots. Top 24 MPH.

Visit us when South this Winter
We solicit substantial inquiry

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION

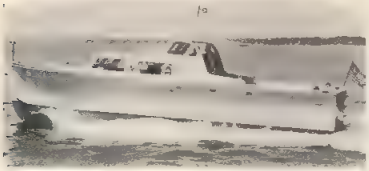
Roosevelt Highway and Ortega River
P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel 2-1126

MP 810514 Main

FAIRFORM FLYER

Three Remarkable Boats Same Quadraconic Hull

DOGHOUSE 40 • Long considered by many yachtsmen, the most desirable size of boat, the DOGHOUSE 40 is the smallest feasible triple-cabin cruising yacht. Although free from the sardine can school of Naval Architecture, she contains accommodations generally requiring a larger boat. She accommodates six persons, in three separate cabins, on wide lower berths in civilized, non-claustrophobic comfort. Her Galley will please the most critical seagoing wife. Her Flying Bridge provides excellent visibility. Equally at home at sea or on the Great Lakes, her performance is unmatched by other boats of equal size and powering. She comfortably cruises at 22 knots with Twin Chrysler Royal Special Engines which are under the bridge, completely accessible, for servicing or easy removal without interference. An aft cockpit seat is optionally available.



SPORTSMAN 40-H • Built on the same Quadraconic Hull as the DOGHOUSE, this saucy SPORTSMAN has an unusually large cockpit for entertaining or fishing. Her bridge and accommodations forward are identical to the DOGHOUSE 40, providing lower berth sleeping for four, a complete Galley, Toilet Room, ample storage space and hanging lockers. Typical of all Fairform Flyers, she has home conveniences that include Electric Running Water, Electric Toilets, Innerspring Mattresses and Lounge Cushions—a home afloat. Gas Range, Water Heater and many other options available. Performance is slightly better than the DOGHOUSE 40 with equally superb seakeeping ability.

SPORTSMAN 40-L • Although similar to the SPORTSMAN 40, this boat, with the low Cockpit, is a natural for deep sea sport fishing. Outriggers and an Extended Fishing Pulpit may be installed to make her the complete Fisherman, ready and able to go after anything that swims. Bridge is well aft with all-around visibility. Like all Fairform Flyers, she fully planes below half her cruising speed. Her smooth running characteristics are evidenced in the above unretouched photograph, made when she was cruising at 22 knots. This is but one of the many models available in the Fairform Flyer Fleet from 34 to 58 feet in length.

We solicit substantial inquiry from yachtsmen who might desire this
Avenue to Health and Happiness.

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION

Roosevelt Highway and Ortega River

P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel. 2-1126

you're in Clover

with an ALL-CROP Harvester

Ladino . . . sweet clover . . . subterranean . . . red clover . . . alsike! Luxuriant green clovers seeded with grain are the symbol of today's new and better way of farming.

Yet this green undergrowth of soil-building seed and forage crops can present a real problem at grain harvest time.

An easy, one-man harvest with a *home-owned* ALL-CROP Harvester is your answer. You can catch the grain at the exact point of full ripening, before green undergrowth is too high. Time it perfectly!

The wide, rubber-faced bar cylinder handles the full swath width with less chopping of damp green matter, less choking of sieves. Grain is drier, brighter, safer to store.

Power harvest your grain this year, valuable seed next year, from the same field . . . with your *own* ALL-CROP Harvester.

It's made-to-order for this advanced farming practice.

A THANK-YOU to Farmers Waiting for ALL-CROP Harvesters

Nation-wide demand for the ALL-CROP Harvester has made it the most keenly sought harvesting machine. Often in these days of material shortages, long waits have been necessary. Allis-Chalmers fully appreciates your cooperation and understanding. If you will place your order *early this winter* with your Allis-Chalmers dealer, it will help him toward furnishing you America's first-choice harvester in time for your 1952 crop.

ALL-CROP is an Allis-Chalmers trade-mark.

CLEAR THE FIELD of the shortest alfalfa or the tallest sorghum IN ONE OPERATION with the...

GEHL PRONOUNCE IT "GALE"

FORAGE HARVESTER and NEW MOWER BAR UNIT

Yes, you can cut, chop and load short or tall crops in one operation, saving time, manpower and money. The Gehl Mower Bar handles such crops as Sweet Clover, Timothy, Alfalfa, Brome, as well as tall-growing Sudan Grass, Sorghum, Soybeans and Cane, sowed broadcast.

Makes you independent of the weather

You need not worry over the difficulty of making good hay in poor-drying weather, or loss of nutrients in rain-damaged hay. With a Gehl Chopper and Mower Bar unit, you can make grass silage that delivers more feeding value per acre. Even stacked or trench grass silage usually contains more nutrients than the best dried hay.

Engineered to do a better job

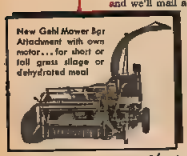
The Gehl is simple. Any "kid" who can run a tractor can set and operate it to cut clean and fine for silage . . . or long for dry hay. IT'S THE SHORT, CLEAN CUT THAT MAKES THE BEST SILAGE.

Quick Change-Over for 3-Way Harvesting. In a few minutes, you can change from Mower Bar, to Hay Pickup, or Row-crop Attachment. Either motor or power take-off drive.

Gehl Equipment Does a Complete Job, from Field to Storage . . . a better chopper . . . a powerful tilt-up blower . . . *free* plans for building your own self-unloading wagon box with Gehl Metal Parts Kit. Gehl has sold more forage harvesters than any other independent manufacturer. Get the best . . . get Gehl.

FREE Report on Last Year's Grass Silage Operations

We are preparing a pamphlet illustrating and describing last year's operations in Grass Silage Making with Gehl Forage Harvesters. *Send in your name and address,* and we'll mail a copy as soon as it comes from the press.


New Gehl Mower Bar Attachment with own motor . . . for short or tall grass silage or dehydrated meal

The Hay Pickup Attachment with Power Take-off

The Row-Crop Attachment with Power Take-off

There's Nothing Better Than a Gehl

GEHL BROS. MFG. CO. Dept. MA-212 West Bend, Wis.

LIVESTOCK

more than half an hour, Simpkins says. That's getting hog feeding down to a system.

Oats, Alfalfa, Rape Make Cheaper Hog Feed

Here are some ways to feed less grain all year—without cutting down on the amount of pork you get.

▶ You can use oats and alfalfa for half the ration for pregnant gilts, and three-fourths of the old sow's ration.

▶ Up to three-fourths of the nursing sow's feed can be oats, middlings, and alfalfa. A good mixture is 500 pounds ground corn, 800 pounds ground oats, 300 pounds middlings, 200 pounds ground alfalfa, and 200 pounds of a 40% protein supplement.

▶ Get your pigs to eating rolled or hulled oats at a week to ten days.

▶ Sow rape for emergency pasture. An acre of rape pasture or good legume will take the place of 1000 pounds of corn and 500 pounds of protein supplement.

▶ Carry sows bred for fall farrowing on legume pasture and self-fed whole oats.

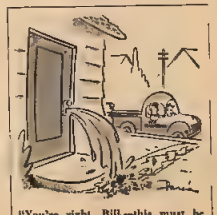
Al Haller of Dane County, Wis., carried 100 bred sows on 9½ acres of ladino clover and alfalfa pasture from May 15 to August 15. All the corn he fed was two bushels a day for the last two weeks.

Do Small Sheep Flocks Make Money?

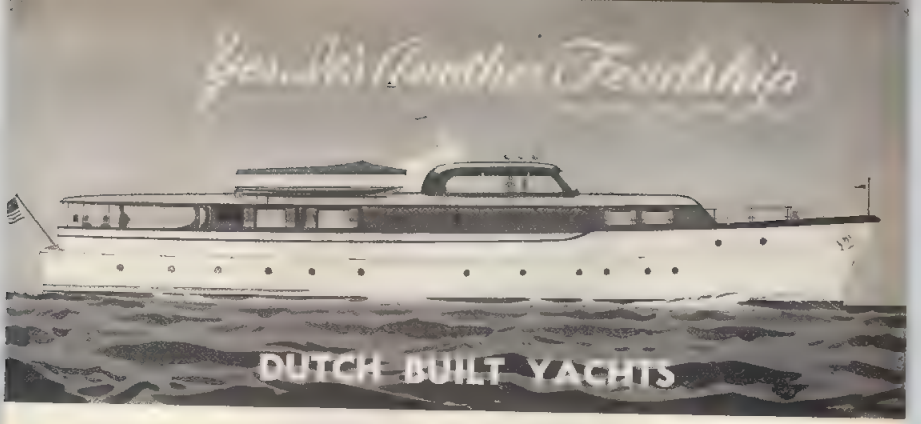
Native flocks averaging 42 head on 167 Illinois farms returned $177 for every $100 worth of feed they got last year.

Farmers there say that this size flock will make money on 10 or 15 acres of good bluegrass pasture, plus some hay and concentrates.

Contributors to this month's Livestock Department: E. L. Quaife, Iowa State College; Earl C. Richardson, Michigan State College; Harry L. Spooner, Peoria, Ill.; Fletcher Sweet, University of Tennessee.



"You're right, Bill—this must be the place."



The Ninety-One

Length Overall 91'; Beam 19'; Draft 5'6"; Powered with Twin GM Diesels
Double Planked Teak Hull and Teak Superstructure
This Yacht Embodies Every Comfort and Convenience for Palatial Living and Cruising
Optional Interior Layouts

WOOD *Feadships Are All Custom-Built to Your or Our Designs—Up to 200 Feet* **STEEL**

Feadship Inc. 73 Greenwich Avenue, Greenwich, Conn. Telephone: Greenwich 8-0630

SOLE AGENTS FOR FIRST EXPORT ASSOCIATION OF DUTCH SHIPBUILDERS

CEDRIA IS NO SISSY

(Continued from page 15)

was a wooden plug in the exhaust outlet to keep salt air and dampness out of the engine thereby preventing the likelihood of rust and sticking valves in the Spring. So the boat was towed over to the dock and secured with lines running not only to the dock but to the shore as well. Cedria was out in the cold for the winter.

I moved aboard and began to get settled once more. I could revel in the enjoyment of plenty of electricity at last, an undreamed of luxury during the past fifteen years aboard Cedria. There was a big dome light in the galley and another in the cockpit, and wall bracket lights in the forward cabin and the toilet room. There were outlets for table lamps and the radio in the deckhouse and more outlets in the galley and the forward cabin. I soon found that one of the most welcome advantages of the 110-volt system was the fact that I could use an electric blanket at night, practically a necessity to dispell the chill that crept along the edge of the bunk next to the hull.

Because Cedria would remain immobile at the dock for several months I could indulge in such impractical but feminine innovations as a row of books on the chart locker top, a dish garden on another locker top, a vase of flowers, and an arrangement of yellow and green gourds for a Thanksgiving motif.

The first bleak days of early November were ushered in with a wide-spread cold wave, the most severe on record for that time of year. Heavy snowstorms and 50-mile-an-hour gales raged throughout the mid-West, nor was New England spared from Winter's swift and early onslaught. Songs like Winter Wonderland and Jingle Bells were broadcast over the radio with demoralizing insistence. My spirits plummeted with the temperature in Cedria's deck cabin, but they rose again when the installation of an additional panel in the deck house and also an extra one in the forward cabin gave the necessary boost to the heating system.

The radiant panels which are made by the Continental Radiant Glass Heating Corporation of New York, were proving very satisfactory. Various articles I had read dealing with Winter living afloat had emphasized the fact that if the cabin sole could be kept warm it added immensely to one's comfort aboard. Cedria's cabin soles were consistently warm due to direct radiation from the panels. I hadn't suffered from cold feet at all, literally speaking if not figuratively.

Sealing the cracks around the big deck house windows and windshield was a measure we had taken early in the Fall to add to the warmth aboard. However, the biggest help of all was the enclosure of the greater part of the cockpit with homasote erected on a temporary frame. A hinged door with a glass panel to admit light gave access to the stern and to the dock. The increased comfort in the cabin was immediately apparent. Moreover there was a sense of protection from the elements that had been lacking before.

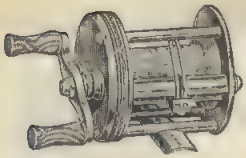
A narrow section at the after end of the cockpit still remained open to the rain and snow. To prevent ice damage in the scuppers a small line was extended the length of each scupper through to the water then brought up on the outside of the hull and the two ends secured. The compressibility of the rope would take care of ice expansion.

Insulating the overhead in the cabin would have been a wise procedure, no doubt, but I wanted to keep the finish as it was, if possible We did, however, insulate the deck house bulkhead alongside the transom seat to good advantage.

Another item I remembered in stories about wintering afloat

FRESH WATER FISHING REELS

Level Winding
BRONSON



Lashless

A precision built, balanced, bait casting reel. Equipped with Drag Tension bearing adjustment for regulating casting speed for varied weight baits. Anti-backlash model. Snap-on plastic spool arbor furnished with each reel.

No.	Capacity	Each
1700	100 yds.	$7.95

One in a box

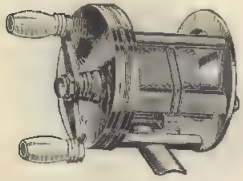
J. A. COXE

Lightweight

This new Coxe design is noiseless, smooth, with special spring tension spool bearing on tail plate, adjustable to any weight lure. Eliminates all causes for backlash. Has plastic snap-on spool arbor. Quadruple multiplying, with new silent spiral 4 twin gears. Made of aluminum, thoroughly tested. Available in a colorful anodized finish.

No.	Capacity	Each
95C	100 yds.	$9.75

One in a box

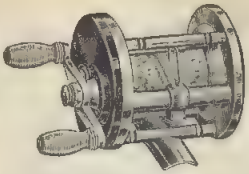


Cross bolt, Coxe design. Take-apart features at a reasonable price. Equipped with aluminum spool and cork arbor, made of high grade brass, chrome plated.

No.	Capacity	Each
60C	100 yds.	$11.00

One in a box

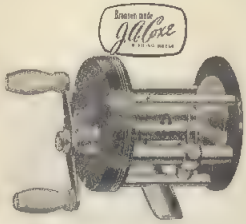
Level Winding
J. A. COXE



A free-spool bait casting reel. Incorporates famous Coxe cross bolt, live axle, take-apart (no tools but your fingers). A positive, anti-backlash reel, precision built.

No.	Capacity	Each
25C	100 yds.	$33.00

One in a box



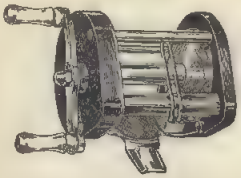
J. A. Coxe 30-C

Lightweight, fast running. Extra light spool. Anodized aluminum. Level wind.

No.	Capacity	Each
30C	100 yds.	$12.50

One in a box

OCEAN CITY

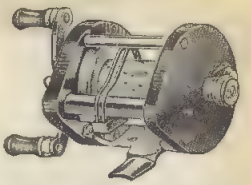


Streamlined design. Strong frame, smooth gears. All exterior parts chrome plated. Steel spool, nickel plated. Gear ratio 4 to 1.

No.	Capacity	Wt. ea.	Each
1581	100 yds.	6.3 ozs.	$2.95

One in a box

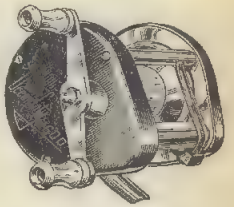
Level Winding
OCEAN CITY



Teardrop-shaped side plates finished in maroon. Anti-backlash control. Aluminum spool has cork arbor. Oilite bearings. Spiral cut gears. All exposed metal parts are chrome plated. Gear ratio 4 to 1.

No.	Capacity	Wt. ea.	Each
1591	100 yds.	6.5 ozs.	$4.50

One in a box

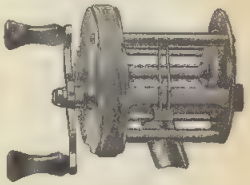


Side plates of hard aluminum. One piece frame construction. Light weight spool has aluminum flanges and permanent cork arbor. Hardened steel pawl in level wind mechanism. Anti-backlash control, smooth cut gears and Oilite bearings. Gear ratio 4 to 1.

No.	Capacity	Wt. ea.	Each
1600	100 yds.	7.4 ozs.	$5.95

One in a box

BALCLI DIRECT DRIVE



Special

A direct drive level winding reel. Black plastic head ring. Nickeled brass, circle chrome finish. Adjustable jeweled spool caps. Tail drag.

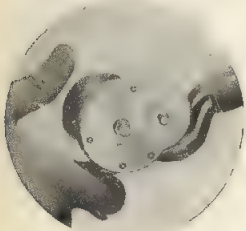
No.	Capacity	Wt. ea.	Each
1720	100 yds.	9¼ ozs.	$8.00

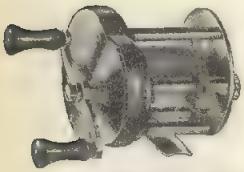
One in a box

FRESH WATER FISHING REELS

Level Winding
KALAMAZOO
BALCLI THUMBLESS

These two reels are equipped with "No Thumbing" feature which controls spool speed and eliminates back lashes. Both have two gear direct drive.

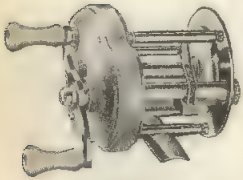




Nickeled brass circle chrome finished head and tail plates. Black plastic head ring and handles. Furnished with cork arbor.

No.	Capacity	Wt. ea.	Each
1723	100 yds.	8¾ ozs.	$8.00

One in a box



DeLuxe

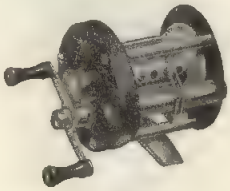
A direct drive level winding reel. Head and tail plates of German silver, circle chrome finished. Onyx plastic head ring and handles. Spool shaft is stainless steel. Patented oiling spool caps. New "Automatic Thumbing" casting drag. Furnished with cork arbor.

No.	Capacity	Wt. ea.	Each
1730	100 yds.	9¼ ozs.	$16.00

One in a box

Level Winding
LANGLEY

Anti-inertia spool, made of aluminum and stainless steel alloy. Gears completely enclosed in a gear case and are accessible without taking reel apart. Adjustment to provide control for drag and backlash.

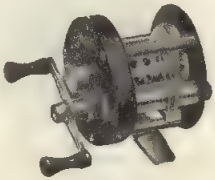


Speedy

Black alumilite finish.

No.	Capacity	Wt. ea.	Each
1510	100 yds.	5 ozs.	$6.95

One in a box



Shorty

Black alumilite finish

No.	Capacity	Wt. ea.	Each
1505	100 yds.	5 ozs.	$6.95

One in a box

Castrite

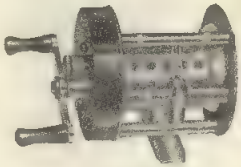
Stippled gray finish, polished trim.

No.	Capacity	Wt. ea.	Each
1380	100 yds.	5 ozs.	$7.75

One in a box

Level Winding
LANGLEY

Easily taken apart. Bridge type gear assembly. Control for drag and backlash. Replaceable spool bearings of special alloy.



Streamlite

Polished black alumilite finish on housing, front and end plates. Chrome trim on housing and hand guard.

No.	Capacity	Wt. ea.	Each
1310	150 yds.	5 ozs.	$12.50

One in a box

Lurecast

Narrow spool. Polished maroon alumilite finish on housing, front and end plates. Hand guard

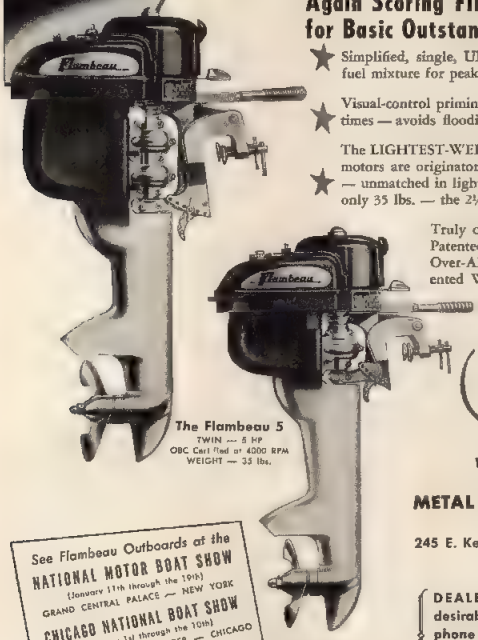
No.	Capacity	Wt. ea.	Each
1330	50 yds.	4½ ozs.	$15.00

One in a box

UNSURPASSED...UNCHANGED

Flambeau

"The Motor of the Year"



Again Scoring FIRST in 1952 for Basic Outstanding Values:

★ Simplified, single, UNI-LEVER control assures right fuel mixture for peak performance at any speed.

★ Visual-control priming gives a quick, flashy start at all times — avoids flooding — simplifies operation.

★ The LIGHTEST-WEIGHT in their HP class. Flambeau motors are originators of compact, lightweight design — unmatched in lightweight — the 5 hp Twin weighs only 35 lbs. — the 2½ hp Single only 29 lbs.

Truly outboard . . . No Shear Pin . . . Patented Propeller Clutch . . . Two-Piece Over-All Housing . . . "Jabsco" type Patented Water Pump keeps water intake free of weeds and clogging . . . positive Tilt-up Lock . . . fresh-water Flush-out for salt water boating. These top-quality features again make Flambeau outboards "The Motor of the Year."

The Flambeau 5
TWIN — 5 HP
OBC Certified at 4000 RPM
WEIGHT — 35 lbs.

The Flambeau 2½
SINGLE — 2½ HP
OBC Certified at 4000 RPM
WEIGHT — 29 lbs.

See Flambeau Outboards at the
NATIONAL MOTOR BOAT SHOW
(January 11th through the 19th)
GRAND CENTRAL PALACE — NEW YORK
CHICAGO NATIONAL BOAT SHOW
(February 1st through the 10th)
INTERNATIONAL AMPHITHEATER — CHICAGO

Write today for literature and complete information.

METAL PRODUCTS CORPORATION
Department MB521
245 E. Keefe Avenue • Milwaukee 12, Wis.

DEALERS — The Flambeau franchise is desirable and profitable — write, wire or phone (Milwaukee — COncord 4-9300) for information. DISTRIBUTORS — select territories still open—suggest you act promptly — get complete information.

Rugged "Pro Design" Sports

(A) SUN "66" COLLEGIATE BASKETBALL. For indoor or outdoor play on any surface. Molded rubber cover with laminated 3-ply Super Vita-Weld construction makes a strong, lively ball. Meets all official specifications. Leather effect rubber cover is "Sunite" coated, prevents scuffs, scratches. Striped seams. Self-sealing valve. Inflating needle.
60 W 5295 Ship. wt. 2 lbs. 4 oz 5.95

(B) SUN "55" VARSITY BASKETBALL. Molded rubber cover with 2-ply Super Vita-Weld construction for any playing surface. Official size, weight. Pebble grain, natural leather color cover. Striped seams. "Sunite" coating. Self-sealing valve. Inflating needle.
60 W 5294—Ship. wt. 2 lbs. 4 oz.....4.95

(C) SUN "44" LAMINATED BASKETBALL. Durable rubber ball with bladder for all around use in playground, practice or water sports. Official size, weight. Needle.
60 W 5293 Ship. wt. 2 lbs. 4 oz. 3.29

(D) TEXHIDE LEATHER BASKETBALL. Popular laceless type, true rebound, striped seam ball. Official size, weight. Pebble grain Tex hide cover, durable artificial leather. Valve-type bladder. With inflating needle.
60 W 5307 Ship. wt. 2 lbs. 4 oz.. 3.49

(E) REGULATION GOAL. No. 48 seine twine net laces under 3/16 in. official, orange, round steel rim. Mounting bracket, bolts. Ship. wt. each 9 lbs. *Mailable.*
60 W 5258 M.....One goal 3.45, Pair 6.65

(F) PRACTICE GOAL. Heavier than most goals at this price. For playground, back yard. No. 36 seine twine net laces over ½-in. orange color, official size, round steel rim. Bracket, bolts incl. Ship. wt. each 7 lbs.
60 W 5255M—*Mailable.* One 1.98; Pair 3.79

(G) BASKETBALL AND GOAL SET. A real value. Save 29c by buying set. With basketball (C) at left, and 1 goal (F) above.
60 W 5320 M—Ship. wt. 9 lbs. *Mailable.* 4.98

(H) WILSON "OTTO GRAHAM" FOOTBALL. Better quality. Endorsed by the Cleveland Brown quarterback. Top grain red color leather cover. Pebble-grain finish, white end stripes. Double lined. Flat, sure grip lacing.
60 W 5322—Ship. wt. 1 lb. 10 oz. Needle. 4.95

(J) FRANKIE ALBERT FOOTBALL. Good quality. Endorsed by 49ers star quarterback. Tan split cowhide cover, white end stripes for day or night play. Pebble grain finish, double lined. Official size, weight. With needle.
60 W 5519—Ship. wt. 1 lb. 10 oz.....3.79

(K) (L) JOHNNY LUJACK "PASSMASTER" FOOTBALLS. Ideal footballs for youngster's day or night play. Made by Wilson, endorsed by the former All American Star. Official size and weight. Pebble grain Texhide, a tough artificial leather cover—that takes scuffs and scratches. Valve type bladder. With inflating needle. Ship. wt. 1 lb. 10 oz.
(K) 60 W 5520—White with Black stripes.....2.49
(L) 60 W 5516—Tan with White stripes.....2.49

(M) BOBBY LAYNE PLASTIC HELMET. Suitable for high school play. Aviator style. Blue plastic with white stripe. Leather-covered sponge rubber padding, leather forehead pad, give adequate protection. Adjustable chin strap. *Sizes:* Small (up to 6¾), Med. (6⅞–7⅛), Large (7¼–7½). *State size.*
60 W 5592 Ship. wt. 1 lb. 6 oz 4.85

(N) "CHOO CHOO" JUSTICE PLASTIC HELMET. Popular aviator style. Red plastic with white stripe. Felt padding, bound edges. Leather forehead pad gives adequate protection to sandlot players. Adjustable chin strap. *Sizes:* Small (up to 6¾), Medium (6⅞–7⅛), Large (7¼–7½). *State size.*
60 W 5586—Ship. wt. 1 lb. 5 oz.....3.95

(P) HARRY GILMER FOOTBALL HELMET. For the younger player. White fiber crown, trimmed with blue Textron—durable artificial leather. Felt lining, leather forehead pad. Adj. chin strap. Gives needed protection for young players. *Sizes:* Small (up to 6¾), Med. (6⅞–7⅛), Large (7¼–7½)
60 W 5585—*State size.* Ship. wt. 1 lb. 2 oz... .2.69

(R) "CHOO CHOO JUSTICE SHOULDER PAD. (At left). Gives adequate shoulder protection for boys up to 10. Cantilever type. Red fiber body, shoulder caps. Kapok padding. Leather strap hinges.
60 W 5573 –Ship. wt. 1 lb. 4 oz..... ..... 2.79

Plastic Letters for Signs

New, molded styrene plastic letters, available in a wide range of sizes and several colors, are said to make sign making remarkably quick, easy and economical. Produced by J. E. Barron Associates, 224 E. 8th St., Cincinnati, O., the three-dimensional letters can be permanently affixed to sheet Lucite or Plexiglas in just three seconds. Another application method fixes the letters to glass, cardboard, metal and other surfaces but permits removal and re-use if desired.

Many interesting and eye-catching effects are possible with the letters. For example, signs made on translucent materials can be back-lighted for a heightened effect. Some users mount the bottom edges of the letter on a strip and eliminate the usual background.

Aid Retailers

Many retail stores have found Barron's Styrene Plastic Letters to be "naturals" for their varied sign problems. Not only do these letters produce unusually effective signs, but the letters have an added value in being re-usable for day-to-day promotions. A retailer would simply stock letters which could be used indefinitely, being rugged, long lasting and easy to keep clean.

The letters are available in 1, 1½, 2, 3, and 4-inch sizes in red, black and green. Numerals are available in silver, all sizes. Special colors are available on quantity orders. Using no metal, these letters can be shipped immediately, and in any desired quantity.

♦

Plastic Jewelry

• Plasticast Company, P. O. Box 987, Palo Alto, Calif., is featuring a complete plastic jewelry-making kit to retail at $4.95. It contains enough transparent liquid plastic to make about $35 worth of beautiful imbedded jewelry and novelties. Simplified, illustrated instruction manual is included with each kit, and the carton is very attractive.

DEN-RICKS

Pool Table of Distinction

FLOOR MODELS — TABLE MODELS

Distinctive —FOR QUALITY —FOR PRICE —FOR DURABILITY

PATENT PENDING

MAR 18 1952

DEN-RICKS PRODUCTS, Inc.

FARMINGTON, MINN.

SUNNY THE CLOWN

One of the

ORIGINAL DESIGNS

IN SOFT TOYS

Made exclusively by

FRANCES OF HOLLYWOOD

11100 Cumpston St. *North Hollywood, Calif.*

Write for catalog showing other numbers

Racine Watches and World Renown Gallet Chronographs for Precision Timing and Professional Use. For Sports, Nurses and Doctors, Industry, Broadcasters and Technicians

Nurses' Watch with Silk Cord Featuring sweep-second 8¾ ligne line Gallet movement 10Kt yellow gold filled case 17 jewels
No. 12W22. Each **28.66**

Nurses' Steel Case Water Repellent Watch. This smart ladies' model has the same unique features as the other Racine watches Dial features sweep-second hand Equipped with leather strap 8¾ ligne, 17-jewel movement
No 12W21. (Rad Dial) **28.66**

Sweep Second Hand Luminous Dial. Professional men and service men will treasure this stainless steel watch. Rustproof model made by the new patented process. Accurate 17 jewel Gallet movement water repellent. Dial has outer circle 1 to 12 and inner circle 13 to 24 for 24-hr dial timing
No. 12W19. 10½ Ligne **25.16**
No. 12W20. 11 Ligne (Incabloc shock resistant) **25.16**

New Double-Button Chronograph 14 ligne 17-jeweled movement stainless-steel case time-out feature telemeter and tachometer feature 45 minute register
No. 12W44 **44.59**
No. 12W45 (Rad Dial **44.59**
Same with plain dial without Telemeter and Tachometer
No. 12W46 Each **44.59**
Same with Radium dial and hands without Telemeter and Tachometer
No. 12W47. Each **44.59**

New Double-Button Gallet Chronograph. 30 minute register, 14 ligne 17-jeweled high quality movement; steel case, time-out feature 12 hour totalizer, for aviators automobile and motor boat racing. After timing a measured mile the sweep-second hand will show the miles per hour on the telemeter scale
No. 12W48. (Plain Dial) **64.66**
No. 12W49. (Telemeter Dial) **64.66**

STERLING SILVER

Gallet Nun's Watch. Accurate 10½ ligne, Gallet 17-jewel movement. Dial features sweep second hand
No. 12W24. (Rad. Dial) **26.11**

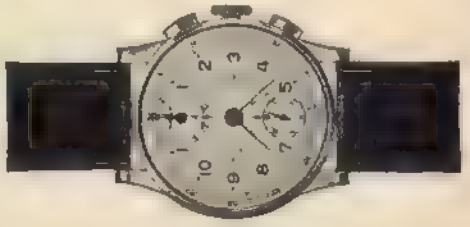
Double Button Gallet Multichron. Stainless steel case, 13 ligne, 17-jewel Gallet movement with 30 minute register. Water repellent.
No 12W50 Telemeter and Tachometer dial **52.23**
No. 12W51. Telemeter and Tachometer Rad dial **52.23**
No 12W52. Plain dial **52.23**
No. 12W53. Radium dial **52.23**

New Gallet Calendar Watch. Latest type Calendar Watch shows day, date, and month. 30 minute register; 17-jeweled excellent quality movement; 14 ligne, steel case; time-out feature 12-hour totalizer
No. 12W18. Each **75.16**
Same as above 14K solid gold with gold finished dial with raised gold numerals
No. 12W54. Each **125.49**

New Stainless Steel Gallet Chronograph. Incabloc Shock resistant 13 ligne, 17-jewel double-button for lapse timing and 45 minute register. Water repellent
No. 12W55. Plain dial **57.55**
No. 12W56. Radium dial **57.55**
No. 12W57. Telemeter and Tachometer dial **57.55**

New Gallet "Flight Officer" Water Repellent Chronograph. Equipped with foolproof stainless steel Staybrite case First quality, 13 ligne 17-jewel movement with double push action. Featuring two novel advantages (a) HOUR CONTROL — (b) WORLD TIME
No. 12W14. Radium Dial **56.05**

Lady's or Gentleman's Steel Gallet Chronograph. 10½ ligne 17 jewel movement Double-button for lapse timing and 45 minute register
No. 12W60. Each **64.00**



Double-Button Gallet "Multichron." 30-minute register 13 ligne, 17-jeweled dependable movement Steel-back case with added time-out feature. For aviators automobile and motor boat racing. After timing a measured mile, the sweep-second hand will show the miles per hour on the red figure
No. 12W16. Telemeter and tachometer dial **29.64**
No. 12W17. Plain dial **29.64**

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

Popular Priced WATCHES

Ingraham Viceroy Pocket Watch. Nickel Plated case. Guaranteed movement. Unbreakable crystal. With second hand. Attractive dial. Individually boxed. Retail 2.75.

No. 1W3 Each **1.78**

Sentinel "Click" New [illegible] pocket watch [illegible] chrome plated. Not break-proof crystal. Rotary second hand [illegible] full [illegible] dial.

Plain dial. Fair Trade retail 2.95.

No. 1W7 Each **2.05**

Radium dial. Fair Trade retail 3.50.

No. 1W8. Each **2.43**

Ingraham WRIST WATCH

Chrome Case

Black Dial

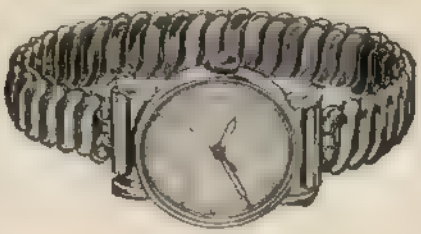
Leather Strap

RETAIL 3.50

No. 11W40

EACH 2.45

SPECIAL BUY!!



17 Jewel Waterproof Wrist Watch

INCABLOC MOVEMENT

Radium dial. Sweep second hand. Chrome plated case with stainless steel back. Chrome [illegible] expansion band. Each in gift box.

No. 5W161. EACH ONLY **$13.50**

Ingraham Diamond Sentinel Wrist Watch. 10k yellow rolled gold plate case with stainless steel back or all Chrome finish case. Leather strap. Attractive dial. Hands to match. Each in gift box.

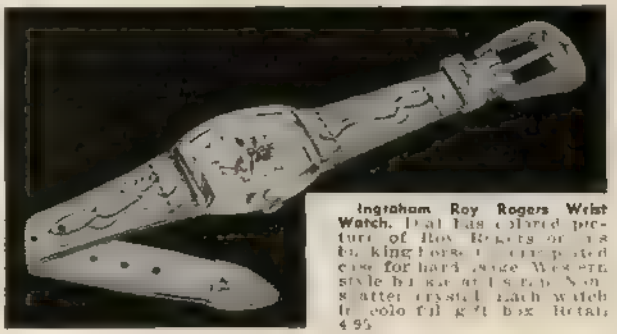
PLAIN DIAL

No. 11W53. Chrome. Fair Trade retail 4.50.

Each **3.06**

No. 11W54. Yellow. Fair Trade retail 4.95.

Each **3.36**



Ingraham Roy Rogers Wrist Watch. Dial has colored picture of Roy Rogers on his King Horse. Chrome plated case for hard wear. Western style buckle and strap. Sparkling crystal. Each watch in colorful gift box. Retail 4.95.

No. 11W61. Each **3.30**

Children's Character WATCHES

Made and Guaranteed by U. S. Time Co.

"MICKEY MOUSE"

The most popular cartoon character in the country. Guaranteed movement. Sturdy chrome case, [illegible] Vinyl strap. Each in illustrated gift box. Priced to retail at 6.95 plus tax.

No. 11W60. Each **4.87**

"HOPALONG CASSIDY"

The most popular selling name in America now on a watch by U. S. Time Corp. Chrome finished case with western style keeper and buckle. Leather strap with colorful western motif. Dial has picture of "Hopalong" on it. In lithographed gift box. Retail 6.95 plus tax.

No. 11W151 Each **4.87**

"CINDERELLA"

Walt Disney's "Cinderella" Wrist Watch. Small Chrome Plated Watch with a pink dial with colored picture of Cinderella in her blue ball gown. [illegible] strap.

The gift box with the plastic slipper is illustrated with colorful scene from the motion picture. Retail 6.95 plus tax.

No. 11W152 Each **4.87**

"ALICE IN WONDERLAND"

Walt Disney's "Alice in Wonderland." Small chrome plated watch with illustrated dial of "Alice." The gift box with a plastic teacup is illustrated with colored scene from the motion picture. Retail 6.95 plus tax.

No. 11W13. Each **4.87**

"It's Sensational!"

SAYS
GARY COOPER

On location in Florida, Gary Cooper makes the 8-mile trip into the Everglades with a Sea-Horse 25—the outboard motor that modernizes water travel everywhere

Here is DEPENDable, low-cost power for modern water transportation. Speeds over 30 mph—in a motor so beautifully engineered it *trolls!* Less than 4 lbs. per hp. A brute for rough going and heavy loads, yet as easy to handle as a "5"! Features? The latest and the best: Gear Shift, Synchro Twist-Grip Speed Control, Mile-Master Fuel Tank with Ful-Vue Fuel Gauge. Adaptable to full remote control. Best of all, because of Johnson's big production the Sea-Horse 25 is yours at only $390 (f.o.b. factory). See your Johnson Dealer. Look for his name under "Outboard Motors" in your classified telephone book.

FREE! New Handy Chart. Shows the four great models for '52 including an *all new* Alternate Firing Twin the Sea-Horse 3 Less than 30 lbs.! Features Johnson Angle-matic Drive, an exclusive shock-absorbing, shoal riding, weed-free drive. Write!
JOHNSON MOTORS, 2000 Pershing Road, Waukegan, Illinois
Johnson Motors of Canada, Peterborough

Johnson
SEA-HORSES
FOR DEPENDABILITY

SEA-HORSE 3—3 H.P.—Less than 30 lbs.! Amazing Johnson Angle-matic Drive—takes you where others dare not venture..... $145.00*

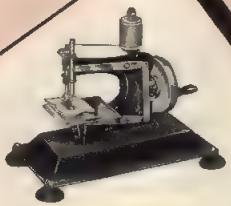
SEA-HORSE 5—5 H.P.—With Neutral Clutch—World's favorite fishing motor—*by far!* $187.50*

SEA-HORSE 10—10 H.P.—With Gear Shift and separate 6 gal. Mile-Master Fuel Tank $295.00*

SEA-HORSE 25—25 H.P.—With Gear Shift, Synchro Twist Grip Speed Control, separate 6-gal. Mile Master Fuel Tank.. .... $390.00*

OBC *All horsepower ratings are OBC Certified brake hp at 4000 rpm.*
**All prices f.o.b. factory. Subject to change without notice.*

THE TOYS MOST WANTED BY AMERICA'S MILLIONS OF DOLL LOVERS!



GATEWAY
"Junior"

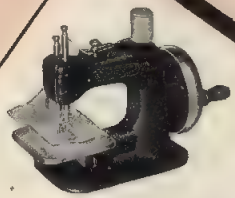
TOY SEWING MACHINE

Made to really sew. Priced to really sell. Sturdy all metal, finished in polished nickel and non-chip enamel. A precision machine that can be used for years. Packed in eye-catching package.

12 to carton.

MATS FREE

ROOM 707
HOTEL NEW YORKER



Beautiful
DE LUXE
MODEL

STITCH MISTRESS TOY SEWING MACHINE

FOR THOSE WHO WANT THE BEST.

Cast aluminum body encloses working parts. Looks just like Mother's machine. Beautiful non-chip enamel finish contrasting with chrome trim.

Individually boxed

12 to carton.

ROOM 707
HOTEL NEW YORKER

Visit us at

HOTEL NEW YORKER

ROOM
707

All Aluminum Frame

VINYL PLASTIC FABRIC

Folds in space 2½ in. wide

FOLDING "DOLLY" DOLL BATH AND DRESSING TABLE

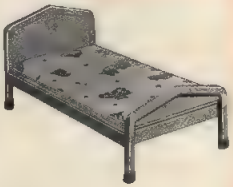
Light in weight. Sturdy construction. Has 5 convenient pockets and easily operated water shut-off.

Colors: Pastel blue and pink.

Size: 22½" long, 13" wide,, 23½" high when in use.

6 to carton.

ROOM 707
HOTEL NEW YORKER



"DOLLY" DOLL BED

COMPLETELY FOLDS— NO SCREWS—NO BOLTS

All Metal, New Modern design. Metal springs welded to frame. Rubber feet. Includes Water-proof plastic mattress. Individually boxed.

DBM33—19¼"x10¾"x8¾"

12 to a carton.

ROOM 707
HOTEL NEW YORKER

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

EVERY DOLLY NEEDS A BED

C. L. BRADFORD and ASSOCIATES

1486 Merchandise Mart, Chicago 54, Illinois

MONARK SILVER KING BIKES

BOYS' 20" GENE AUTRY BIKE

The smaller size of this exclusive new Western bicycle, with 20-inch wheels. Has all the features of the larger bike including leather holster and pistol, saddle blanket, pony head, pistol grip horn, handle bar streamers, chain guard, "jewelled" fenders, etc. Has famous FLYING "A" insignia on blanket. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No. A-200

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
X143-38G ea.	V642-88M ea.	$57.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 49 lbs.

Inv._____ Pur._____

GIRLS' 20" GENE AUTRY BIKE

For riding, roping or just plain romping—these Gene Autry Westerners are tops. This is the Girl's 20-inch model. Gracefully styled drop center, double bar type frame and all the Western style and equipment features of the boys' models, from the pony head in front to the horseshoe rear reflector ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price

MODEL No. A-201

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
C243-38Y ea.	L742-88E ea.	$57.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 49 lbs.

Inv._____ Pur._____

BOYS' 20" CHUMMY CHARIOT

20" double bar frame of heavy gauge steel tubing. ¾" chrome plated handlebar, reinforced front fork with truss rods. Enamel wheel rims with 20 x 2.125 tires and New Departure coaster brake. Black plastic saddle, full length chain guard. New design stabilizer with 6" wheels and puncture-proof tires. Conventional bicycle drive gear construction. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No. BC-20

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
R437-13V ea.	D836-63X ea.	$54.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 49 lbs.

Inv._____ Pur._____

GIRLS' 20" CHUMMY CHARIOT

20" wheels with 20 x 2.125 tires and 20" double bar frame of heavy gauge steel tubing. Equipped with tank, plastic saddle, full length chain guard, new stabilizer with 6" wheels and puncture-proof tires. Sturdy front fork with truss rods. ¾" chrome plated handlebars. Conventional bicycle drive gear. Black and Maroon finish. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No. GC-20

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
T937-13D ea.	N736-63L ea.	$54.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 49 lbs.

Inv._____ Pur._____

GENERAL BIKES

MEN'S GENERAL BIKE, SPRING FORK

26" wheels, 18½" frame. Has new style Uni-Spring front fork, air-style headlight, Vinyl plastic saddle, rear reflector, fenders, whitewall balloon tires, built-in tank with horn, chrome plated rims. Full length chain guard, luggage carrier, kick stand, mar-proof finish. Color choice. Maroon, Cruiser Red, Ivory and Sea Green or Black, Ivory and Crimson or Monark Green.

MODEL No. 7400

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
H844-50S ea.	F344-00Y ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 62 Lbs.

Inv._____ Pur._____

LADIES' GENERAL BIKE, SPRING FORK

26" wheels, 18½" frame. Features include new style Uni-Spring front fork, Vinyl plastic saddle, air-style headlight, extra deep fenders, built-in tank with horn, whitewall balloon tires. Has full length chain guard, chrome rims, kick stand, luggage carrier. Mar-proof finish in following color choice: Monark Green, Ivory and Crimson or Triumph Blue, Stratto Blue and White.

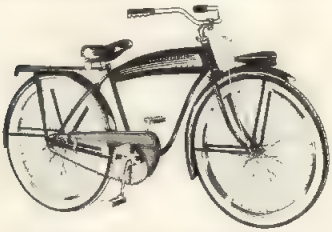
MODEL No. 7410

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
W244-50E ea.	G944-00Z ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 62 Lbs.

Inv._____ Pur._____



MEN'S GENERAL BIKE, EQUIPPED

26" wheels, 18½" frame. Air-style design headlight; tan Vinyl plastic covered saddle; crescent fenders; double tube balloon whitewall tires; built-in tank and horn; luggage carrier with reflector; chrome plated truss rods and wheel rims; double bar frame; full length chain guard. Color: Supertone maroon, Cruiser Red, Ivory and Sea Green or Black Ivory and Crimson or Monark Green, Ivory and Crimson.

MODEL No. 7300

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
S541-75M ea.	X741-25B ea.	$55.45 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 59 Lbs.

Inv._____ Pur._____

LADIES' GENERAL BIKE, EQUIPPED

26" wheels 18½" frame. Air-style design headlight; tan Vinyl plastic covered saddle, crescent fenders; double tube balloon whitewall tires, built-in tank and horn; luggage carrier with reflector; chrome plated truss rods and wheel rims; full length chain guard; double bar frame; sleek, streamline design Color: Supertone Triumph Blue, Stratto Blue and White, or Monark Green, Ivory and Crimson.

MODEL No. 7310

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
D341-75Y ea.	Y841-25A ea.	$55.45 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 59 Lbs.

Inv._____ Pur._____

1 "HUDSON" FREIGHT
- Lighted smoke, choo choo
- Air whistle, two-rail track

With real train detail—even knuckle couplers. Lighted smoke puffs from stack; choo choo's, whistles. Speeds around 160 in. of 2-rail track. Locomotive, tender and 4 freight cars total 4 ft. 3 inches long. Transformer not included.
R35 J 5258 Postpaid **49.50**

2 "PACIFIC" FREIGHT
- Smoke and "choo-choo"
- Big 75-watt transformer

What a set! Powerful worm gear motor pulls locomotive, tender and 3 realistic freight cars around 140 in. oval, 2-rail track. Famous American Flyer choo choo, smoke and realism. 3 ft. 2 in. long. 110-120 V, 60 cycles AC. Train booklet.
R35 J 5267 Postpaid **29.95**

3 "ATLANTIC" FREIGHT
- Economically priced train
- Real "choo-choo", smoke

Extra low price for large 5-unit freight train. Locomotive has strong worm-drive motor, powered by 25-watt transformer. Uncouplers at touch of lever. Train is 3 ft. 2 in. long, runs on 120 in. 2-rail tubular track. 110-120 V, 60 cy. AC only.
R35 J 5266 Postpaid **22.50**

4 JR. "ATLANTIC" SET
- Big worm-drive motor
- 25-watt transformer

Outstanding value!—built to same scale as higher priced sets! 2 ft. 7-in. train speeds around 120 in. of 2-rail track. Locomotive pulls tender, 2 cars. Mechanical uncoupler. 25 watt transformer, 110-120 V, 60 cycles AC only.
R35 J 5265 Postpaid **15.95**

5 OPERATING STOCKYARD, CAR Really amazing! Just turn the switch, the rest is automatic. See white-faced realistic cattle move about in pen. Some slowly, others rapidly—just the way real cattle do. Cattle even file in and out of car. Car unloads by remote control. Stockyard measures 11 in. long, car is 7¾ in. long. Instructions for operating included.
R35 J 5241 Postpaid ... **14.95**

6 TRACK CROSSING. Have 2 intersecting main lines! Measures 10 in. long.
35 J 5273 Postpaid Ea. **2.50**

9 6 TRACK SECTIONS. Two-rail track for true scale operation! Heavy gauge steel, each section 11 in. long.
STRAIGHT, 6 sections.
35 J 5271 Postpaid ... **1.50**
CURVED, 6 sections
35 J 5272 Postpaid **1.50**

7 WHISTLING BILLBOARD Whistle seems to come from train on billboard.
35 J 5240 Postpaid..... **6.95**

10 2-RAIL SWITCH Track with right and left hand switch. Automatic type has red and green lights.
REMOTE CONTROL.
35 J 5269 Pstpd Pr. **15.95**
MANUAL TYPE, hand levers
35 J 5270 Postpaid Pr. [illegible]

8 100-WATT TRANSFORMER and remote control circuit breaker. 110-120 V, 60 cycles AC.
35 J 5232 Postpaid . **9.95**

11 TRAIN CONTROLLER More than transformer—circuit breaker, engineer throttle, volt, ammeters. 110-120 V, 60 cycles, AC only. 190-Watt Unit (shown).
R35 J 5233 Postpaid **23.50**
300-Watt Unit (not shown)
R35 J 5234 Postpaid 29.95

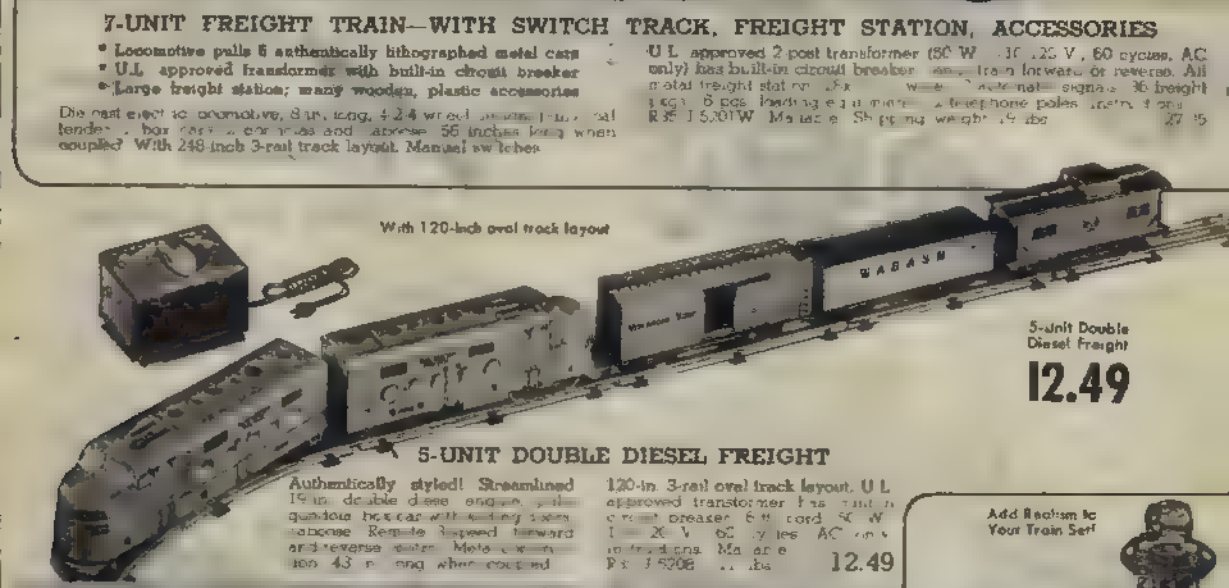
Freight Train with
Station, Accessories
27.95
or $5 monthly

7-UNIT FREIGHT TRAIN—WITH SWITCH TRACK, FREIGHT STATION, ACCESSORIES

- Locomotive pulls 6 authentically lithographed metal cars
- U.L. approved transformer with built-in circuit breaker
- Large freight station; many wooden, plastic accessories

Die cast electric locomotive, 8 in. long, 4-2-4 wheel [illegible] tender [illegible] box cars [illegible] and caboose. 56 inches long when coupled. With 248-inch 3-rail track layout. Manual switches.

U.L. approved 2 post transformer (50 W [illegible] 120 V, 60 cycles, AC only) has built-in circuit breaker [illegible] train forward or reverse. All metal freight station [illegible] automatic signals. 36 freight [illegible] 6 pcs. loading [illegible] telephone poles. [illegible] R35 J 5201W. Manual [illegible] Shipping weight [illegible] lbs. 27.95

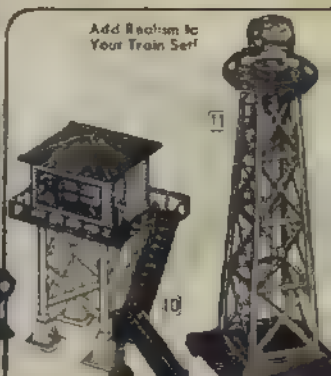

With 120-inch oval track layout
5-Unit Double
Diesel Freight
12.49

5-UNIT DOUBLE DIESEL FREIGHT

Authentically styled! Streamlined 19-in. double diesel engine, [illegible] gondola, box car with [illegible] caboose. Remote 3-speed forward and reverse [illegible]. Metal [illegible] 43 in. long when coupled.

120-in. 3-rail oval track layout. U.L. approved transformer has [illegible] circuit breaker. 6 ft. cord. 50 W [illegible] 120 V, 60 cycles, AC only. [illegible] Manual [illegible] R35 J 5208 [illegible] lbs. 12.49

1. **SWITCHES.** Electric [illegible] manual control [illegible] 35 J 5[illegible] [illegible] 35 J 5[illegible] Manual [illegible] 95
2. **6 TRACKS.** Curved electric 3 ties, 10½ in. long. 35 J 5279 (8 oz.) 1.08
3. **6 TRACKS.** Electric straight [illegible] ties [illegible] in. long. 35 J 5278 (8 oz.) 1.08
4. **CROSS-OVER.** Electric cross-over track. Approximately 7½x7½ in. wide. 35 J 5274 (7 oz.) 85¢
5. **2 LAMP POSTS.** [illegible] high [illegible]
6. **BELL SIGNAL.** Electric bell rings [illegible] stops when train passes [illegible] high. All metal. 35 J 5245 (11 oz.) 89
7. **LIGHT FLASHER.** Automatic; metal. 35 J 5243 (11 oz.) [illegible]
8. **BLOCK SIGNAL.** Stops, starts train. 35 J 5[illegible] [illegible] 2.15
9. **CROSSING GATE.** Automatic, metal. 35 J 5247 (11 oz.) 1.89


Add Realism to
Your Train Set!

10. **SWITCH TOWER.** Switch [illegible] move [illegible] Plastic. [illegible] J 5249 [illegible] lb. 5 oz.) [illegible]
11. **PLASTIC BEACON.** Actually revolves! 11 inches high. 35 J 5244. (1 lb. 2 oz.) . . . 1.95

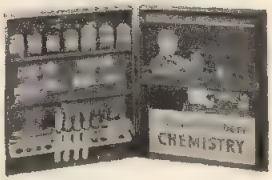
GILBERT CHEMISTRY SETS

BEGINNER'S CHEMISTRY SET

Makes an ideal beginner's outfit. Contains 18 pieces of chemicals and apparatus for doing harmless, easy-to-learn experiments. All packed in a sturdy box, size 18" x 10" x 1 ⅛". Manual of instructions shows how to do 118 experiments. Packed 12 to carton.

No. 53001—Mfr. No. 1

Dealer Price _____ **M51-50 F**
Suggested Retail Price **$2.25 ea.**
Inv _____ **Pur.** _____



JUNIOR LABORATORY CHEMISTRY SET

This junior laboratory set contains 26 pieces of chemicals and apparatus. The 223 possible experiments that can be performed with this set are explained in a new large manual. Laboratory cabinet, 2 compartments. Six to carton

No. 53003—Mfr. No. 3

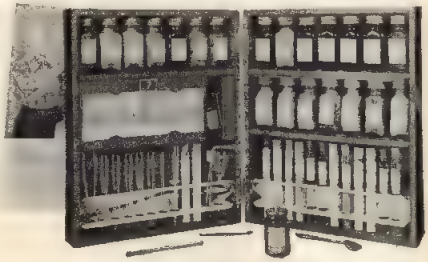
Dealer Price _____ **N73-00 L**
Suggested Retail Price **$4.50 ea.**
Inv. _____ **Pur.** _____

SENIOR CHEMISTRY SET

Big three-compartment hinged cabinet contains 67 pieces of apparatus and chemicals. Will do 379 experiments, 80 in glass blowing. Cabinet is 11½" high and opens to a width of 20¼". Packed three to carton.

No. 53004★—Mfr. No. 7

Dealer Price **N16-64 C**
Suggested Retail Price **$9.95 ea.**
Inv. _____ **Pur.** _____



ATOMIC ENERGY SET

This massive set is not only a fully-equipped chemical laboratory, but also has instructions and apparatus in the field of atomic energy. Huge assortment of 108 chemicals and equipment enables you to perform 480 experiments. Large illustrated instruction book plus four other books. The list of experiments is almost endless. Four-compartment hinged chest extends to 40½" opened. Closes to 20" long, 11½" high, 2¾" wide. Packed one per carton.

No. 53005—Mfr. No. 11

Dealer Price **C114-34 H**
Suggested Retail Price **$21.50 ea.**
Inv. _____ **Pur.** _____

GILBERT CHEMISTRY SETS

are nationally famous

Buy Them From

WILLIAM'S

Wholesale Distributors

NEWARK, OHIO

GILBERT TOOL CHESTS

11-PIECE TOOL CHEST

A handy beginner's set. Includes Hammer, 12" Ruler, Mallet, Screwdriver, Pliers, 45° Wood Triangle, Sandpaper and Block, Crosscut Saw of high carbon steel, and Square. Metal box, with carrying handle and latch, measures 14" x 7¾" x 2¼". Packed six to carton.

No. 55113—Mfr. No. 3

Dealer Price	A22-34 B
Suggested Retail Price	$3.50 ea.
Inv.	Pur.

12-PIECE TOOL CHEST

Al-stee hinged chest. Includes screwdriver, 10" saw, mallet, pliers, hammer, T square, sanding block, metal triangle, plumb bob, utility can. Chest measures 14½" long, 8½" wide, 2¾" deep. Six per carton

No. 55115 — Mfr. No. 5

Dealer Price	P23-34 E
Suggested Retail Price	$5.00 ea.
Inv.	Pur.

21-PIECE TOOL CHEST

Handsome basswood chest with natural finish. Includes carbon steel crosscut saw, 2 screwdrivers, brace and bit, triangle, hammer, plane, wrench, and many other tools. Chest is 16½" x 8¾". Six to carton

No. 55116★—Mfr. No. 9

Dealer Price	R35-97 D
Suggested Retail Price	$8.95 ea.
Inv.	Pur.

A Complete Line of

QUALITY TOYS

Priced To Help You Swell Your Profits

•

WILLIAMS

WHOLESALE DISTRIBUTORS

35-37 South Fourth Street

NEWARK, OHIO

FAMOUS GILBERT ERECTOR SETS

As low as **3.50**

- Build models that really work!
- Sturdy steel girders, panels
- Interchangeable parts allow combining of different sets

No. 10½ GIANT SET builds over 200 models with 25 pounds of parts and equipment. Electric motor runs forward or reverse. Boiler, electro magnet, lights. 13x20x7½ in. steel cabinet.
R35 J 5168. Postpaid 36.50

No. 8½ ELECTRIC SET (not shown). Builds 180 models. 16 lbs. of parts, equipment. Magnet, lights, 4-speed motor.
R35 J 5154. Postpaid 23.50

No. 6½ ELECTRIC SET (not shown). Builds over 125 models. Motor runs forward only. Instructions include.
R35 J 5152. Postpaid 12.95

No. 4½ SET (not shown). Builds over 100 models. Spring wound motor.
35 J 5151. Postpaid 7.95

No. 2½ SET (not shown). With equipment to build over 75 models.
35 J 5150. No motor. Postpaid . . 3.50

SPECIAL ERECTOR FEATURES

With sets Nos. 10½, 8½, 6½ you get powerful 20-watt electric motor, Flex-O-Matic coupling. 110-120 v., 60 cycle AC

As low as **4.25** Set

As low as **4.50** Set

GILBERT MICROSCOPE SETS. Like those in real laboratories.
SEMI-PROFESSIONAL SET. 3 optical lenses magnify 60, 90, 210 times. Polarized attachment, chemicals, test tubes, slides.
35 J 5296. Set in 18x10x4½ in. hinged case. Postpaid 8.75
SUPER SET. Turret-type scope magnifies 120, 200 or 450 times. With alcohol-burning lamp for sharper view. Wonderful gift.
35 J 5293 (not shown). Set 10x3½x14 in. Postpaid 18.95
JR. MICROSCOPE SET. Similar to above. Magnifies 60 times.
35 J 5297 (not shown). Set 16x7x2½ in. Postpaid 4.25

GILBERT CHEMISTRY SETS. Quality sets for young chemists.
SEMI-PROFESSIONAL SET. 57 pieces including chemicals, apparatus, 2 experiment books. Perform 379 experiments.
35 J 5294. Cabinet opens to 20x12 in. Postpaid 9.95
SUPER SET. 108 chemicals and pieces. Perform 480 experiments as listed in 5 illustrated books inc. Measures 3½ ft. long when open.
R35 J 5290 (not shown). Postpaid 21.50
36-PIECE JUNIOR SET. Perform 203 interesting experiments.
35 J 5295 (not shown). Opens to 20x12 in. Postpaid 4.50

TIMBER BUILDING SETS

As low as **2.79**

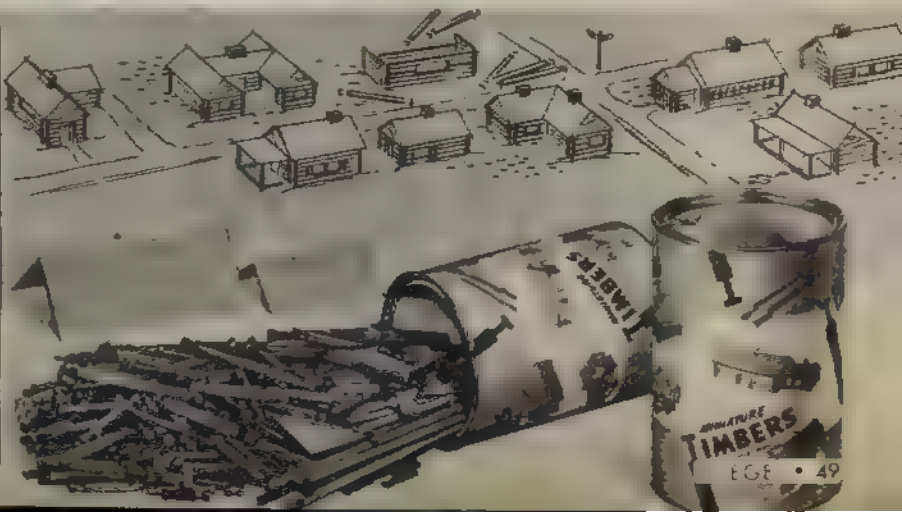
- Fun to design and build
- Slotted, interlocking parts

Hours of fun building scale models of stores, garages, stores. Pieces sized ¼ in. to the foot, so use with model railroads. Brown stained timbers, green roofing, all in handy tubular container.

800 PC. SET. Construct complete city, houses, garages, stores.
35 J 5299. 4 lbs. 14 oz.) 6.39

500 PC. SET. Build a village!
35 J 5298. (3 lbs. 9 oz.) 4.69

250 PC. SET. Build several structures at the same time.
35 J 5298. (2 lbs. 2 oz.) . 2.79



"All Aboard" for Christmas! Famous Marx Trains

1 6-UNIT FREIGHT TRAIN 8½ in. cast iron locomotive has 2-4-2 wheel design, action pistons, headlight, pulls coal car, tender, baggage car, gondola, caboose. Made of stamped steel about 47 inches long overall. Automatic unit for distant control uncoupling while in motion. 3-speed forward, reverse control. About 140 in. 3-rail oval track, about 50 W. transformer with built-in circuit breaker, 110-120 V. 60 cycles, AC only. Instructions.
R35 J 5212 Mailable Shpg. wt. 12 lbs. **16.95**

2 5-UNIT FREIGHT TRAIN 10½-inch steel locomotive, 4-wheel drive, headlight, motor, pulls tender, box car, gondola, caboose. 43 inches long overall. 120-inch, 3-rail oval track, about 50 W. transformer, built-in circuit breaker, forward, reverse control. 110-120 V. 60 cycles, AC only. Instructions.
R35 J 5223 Mailable Shpg. wt. 10 lbs. **11.49**

3 WIND-UP DOUBLE DIESEL ACCESSORIES. Twin diesel locomotive, baggage car with sliding door, coal car, caboose. Steel construction. 35 in. long when coupled. Governor regulates speed, prevents train from leaving track. 176 inch figure 8 track, 6 plastic poles, crossover gate, swinging, antenna key. Instructions.
35 J 5256 Shpg. wt. 4 lbs. 4 oz. Complete **4.89**

4 WIND-UP FREIGHT AND PASSENGER TRAIN. Freight train has locomotive, coal car, tender, gondola, caboose. Passenger train (not shown) has engine, tender, 2 coaches, observation car. Steel construction. About 35 in. long when coupled. 10½ in. oval track. Clock wound motor has governor for speed control. Key and instructions.
35 J 5261 FREIGHT 3 lbs. 14 oz. **3.29**
35 J 5264 PASSENGER 3 lbs. 14 oz. **3.29**

5 ACCESSORY SET Realistic surroundings for your train set. Three sections of background scenery, ½ of mountains with tunnel openings, 1 of tall buildings representing busy metropolitan area. Made to fit train layouts. 60 in. across, 10 in. high. Includes model railroad station, trestle bridge, signal tower, 20 freight packages (various sizes), 3 billboards; all proportioned to background. Heavy sturdy fiberboard die cut and ready to assemble.
35 J 5253 3 lbs. **1.98**

6 FOOT BRIDGE Authentically designed. Two [illegible] stairways on either side. Steel, measures [illegible] in. high.
35 J 5238 Shpg. wt. 1 lb. 5 oz. **95¢**

7 WATER TOWER. Looks real, adjustable spout. All plastic; 8¼ in. high.
35 J 5246 Shpg. wt. 1 oz. **89¢**

8 ELECTRIC LIGHT TUNNEL. Lights up. All metal construction. 11x6x6½ in. high. With bulbs, track clip.
35 J 5226 Shpg. wt. 1 lb. 13 oz. **1.89**

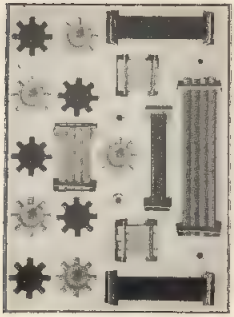
9 METAL TUNNEL Lithographed metal, 2 parts, 10x8x7 in. high overall.
35 J 5236 Shpg. wt. 1 lb. 8 oz. **89¢**

10 METAL TRESTLE BRIDGE. Two chipboard ramps. 27x5⅝x5⅝ in. high.
R35 J 5237 Mailable Shpg. wt. 4 lbs. **2.49**

11 4-PC PLASTIC SIGNAL SET Movable semaphore, operating gate, crossing signal, lamp post. All plastic construction.
35 J 5220 Shpg. wt. 12 oz. **1.49**

BUY ALL YOUR CHRISTMAS GIFTS ON MONTHLY PAYMENTS

GILBERT ERECTOR SETS

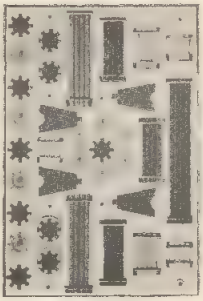


JUNIOR ERECTOR

New addition to Gilbert line of Erector Sets. Made of brilliantly colored plastic. Has unique new connecting part. Chock full of exciting new features. Box 13½" x 9¾" x 1¼". Packed dozen to carton.

No. 52875—Mfr. No. 2

Dealer Price ..... **C61-30 N**
Suggested Retail Price ..... **$1.95 ea.**
Inv._____ **Pur.**_____

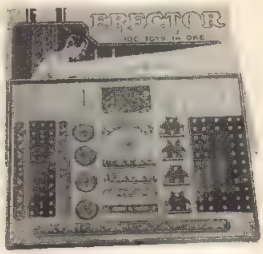


JUNIOR ERECTOR

Another small fry Erector Set made by Gilbert. Made of brilliantly colored plastic with new connector idea, a series of knobs that extend in all directions, over which tubular parts are fitted. Contains large number of pieces. Size of box 20½" x 13¼" x 1¼". Packed six to carton.

No. 52877—Mfr. No. 4

Dealer Price ..... **O82-64 T**
Suggested Retail Price ..... **$3.95 ea.**
Inv._____ **Pur.**_____

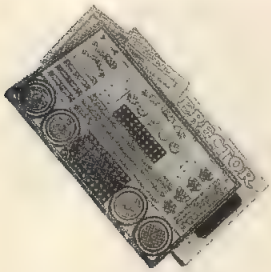


BEGINNER'S ERECTOR SET

Set contains pulleys, four sizes of steel girders, three kinds of base plates, part box of nuts and bolts. Enough parts to build a see-saw, windmills, battleship and many other models. Instruction book. Packed in box 13½" x 9¾" x ¾". 24 sets to carton.

No. 52879—Mfr. No. 1½

Dealer Price ..... **C61-34 N**
Suggested Retail Price ..... **$2.00 ea.**
Inv._____ **Pur.**_____

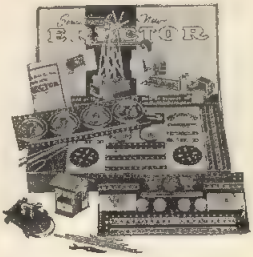


APPRENTICE ERECTOR SET

Apprentice set with big disc wheels, curved and long girders. Builds ferris wheel, draw bridge, elevator, cranes, etc. Packed in cardboard box 18" x 10" x 1⅛". Complete with "How To Make 'Em" book. Dozen to carton.

No. 52880—Mfr. No. 2½

Dealer Price ..... **O92-34 A**
Suggested Retail Price ..... **$3.50 ea.**
Inv._____ **Pur.**_____



ERECTOR SET

The set with the powerful mechanical motor. No wires, batteries, or transformers necessary. Builds horizontal engine, windmill, trip hammer, trucks, etc. Includes square girders, large wheels, base plates, etc., also "How To Make 'Em" book. Packed six to carton

No. 52882—Mfr. No. 4½

Dealer Price ..... **R65-30 G**
Suggested Retail Price ..... **$7.95 ea.**
Inv._____ **Pur.**_____

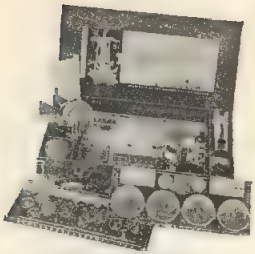
ERECTOR SET

Flex-o-matic coupling. Makes famous Airplane Ride, Lift Bridge, Pile Driver, Windmill Pump, etc. Includes girders, gears, pinions, bridge tender's house, model book. Size 18" x 10" x 3". Three to carton.

No. 52883★—Mfr. No. 6½

Dealer Price ..... **E88-64 S**
Suggested Retail Price ..... **$12.95 ea.**
Inv._____ **Pur.**_____

GILBERT MICROSCOPE SETS

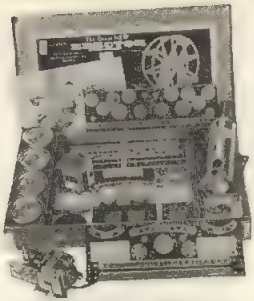


ENGINEER'S ERECTOR

The engineer's set. Builds the Walking Beam Engine. Electric engine operates two movements. Builds all types of steam engines, trucks, derricks, etc. Includes boiler, large wheels, base plates, gears, pinions, in metal cabinet Three to carton.

No. 52885—Mfr. No. 7½

Dealer Price ..... B211-30 P
Suggested Retail Price ..... $16.95 ea.
Inv. ..... **Pur.** .....



ALL-ELECTRIC ERECTOR

The all-electric set. Builds Bascule bridge and ferris wheel. 110 volt reversing electric engine, lifting magnet. Builds bridges, oil drilling rig, magnetic cranes, derricks, etc. Includes lights, miniature house, base plates, square girders, etc. In metal cabinet 20¼ x 12¼" x 2¾". Three to carton.

No. 52887—Mfr. No. 8½

Dealer Price ..... D615-67 S
Suggestion Retail Price ..... $23.50 ea.
Inv. ..... **Pur.** .....

REMOTE CONTROL SET

Builds Walking Giant, Merry-Go-Round, Electronic Crane and many others. Remote push button control. Forward and reverse electric motor, Caterpillar tread, Erector Electric features. 25 pounds of exciting parts in sheet metal box. Stimulates creative genius in young minds.

No. 52889—Mfr. No. 10½

Dealer Price ..... P724-34 H
Suggested Retail Price ..... $36.50 ea.
Inv. ..... **Pur.** .....

MICROSCOPE SET

For the young scientist. Contains 6" Polaroid Jr. power microscope to bring out hidden light in specimens. Has tilting device, wheel focus and side clips, adjustable mirror. Includes slides, dissective needles, specimens, ets. Six to carton.

No. 53008—Mfr. No. 5

Dealer Price ..... L42-84 U
Suggested Retail Price ..... $4.25 ea.
Inv. ..... **Pur.** .....

MICROSCOPE SET

Equipped with Polaroid, Jr., Scope has high resolving power with three separate objective lenses for magnifications of 50, 90, and 210 diameters. Set contains apparatus, chemicals and equipment including slides, specimens, 3-hold mixing tray, dissecting stands, 213 experiments. Six to carton

No. 53010★—Mfr. No. 8

Dealer Price ..... A65-84 S
Suggested Retail Price ..... $8.75 ea.
Inv. ..... **Pur.** .....

PROFESSIONAL MICROSCOPE SET

Hinged cabinet with professional equipment. Turret microscope for magnifications of 120, 200 and 450. Includes chemicals, magnifying unit. Electric substage light, etc. Size 14½" x 20" x 3⅞" opened. Three to carton.

No. 53011—Mfr. No. 20

Dealer Price ..... M812-64 E
Suggested Retail Price ..... $18.95 ea.
Inv. ..... **Pur.** .....

★ ★ ★

LAST-MINUTE REPORT

Pink Boll Worm On the Move

Cotton growers got both bad and good news at the Cotton Council's insect control conference this month.

The bad news: pink boll worm—the worst cotton pest there is—spread north and east this year to within 75 miles of the Arkansas border; now infests 234 of the 800 counties where cotton is grown.

The good news: two new bug-killers promise to make the cotton insect fight easier. Compound 4049, a promising new boll weevil control, will be put out in limited amount this season by the American Cyanimid Company.

Compound 269, made by Julius Hyman and Co., looks good against the boll weevil, boll worm (not pink), and other cotton insects. It will be field-tested on a large scale this season.

One thing is sure—the boll worm must be fought.

"Farmer McKinley" Gets Run-Around

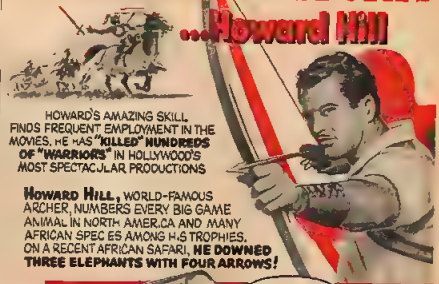
"Farmer McKinley" the Iowa potato grower who "oppressed" the U.S.A. when he asked the FMA some embarrassing questions, is still getting the run-around from the USDA. (*Farm Journal*, November 1951, page 31).

A new man in the case, Thomas J. Flavin, a legal officer in the USDA, has advised McKinley that he has reviewed the case and decided that it is "now moot." There's no point in having the hearing that McKinley wants, according to Flavin.

McKinley's attorney says that this is just more delayed-action, pass-the-buck treatment by which the USDA hopes that (1) McKinley will eventually tire and give up; and (2) the USDA will thereby avoid a public hearing which would embarrass and "oppress" it even more.

Use these stamps to show how much government costs everybody. Write for free sheets, several kinds each.

CAVALCADE OF SPORTS ...Howard Hill



HOWARD'S AMAZING SKILL FINDS FREQUENT EMPLOYMENT IN THE MOVIES. HE HAS **"KILLED" HUNDREDS OF "WARRIORS"** IN HOLLYWOOD'S MOST SPECTACULAR PRODUCTIONS

HOWARD HILL, WORLD-FAMOUS ARCHER, NUMBERS EVERY BIG GAME ANIMAL IN NORTH AMERICA AND MANY AFRICAN SPECIES AMONG HIS TROPHIES. ON A RECENT AFRICAN SAFARI, **HE DOWNED THREE ELEPHANTS WITH FOUR ARROWS!**

ONLY GILLETTE COMBINES ALL THREE FEATURES THAT MEAN UTMOST SHAVING CONVENIENCE AND SATISFACTION: **INSTANT** BLADE CHANGING, REAL SHAVING **COMFORT** AND DOUBLE-EDGE **ECONOMY.** TO ENJOY THE SMOOTHEST, BEST-LOOKING SHAVES OF YOUR LIFE, GET A GILLETTE SUPER-SPEED RAZOR SET.

Shaving's A Breeze With Gillette Blue Blades

● ● You enjoy the cleanest, easiest shaves in the book when you use super-keen Gillette Blue Blades. Get them in the convenient new Gillette Dispenser that deals 'em out ready for use and stores used blades in a special compartment. For extra shaving comfort, always use Gillette Blue Blades.

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades
WITH THE SHARPEST EDGE EVER HONED
Copyright, 1952, by Gillette Safety Razor Co. Boston 6, Mass.

Practical Glassware and Beverage Sets

at

Popular Prices

No. 1550—8-Piece "Glassbake" Ovenware Set. Guaranteed heat-resisting clear glass set featuring the exclusive "Heat-Quick" bottoms. Set consists of a 1½-quart casserole with pie plate cover, and six 4-ounce custard cups. A set of most useful items, packed one complete set in an attractive gift package. Weight, 6 lbs.

Per set ..... **90¢**
Per dozen sets **$9.75**

No. 1551—10-piece "Glassbake" Ovenware Set. A new combination of useful items. Made of guaranteed heat-resisting clear glass featuring the exclusive "Heat-Quick" bottoms. Set consists of one 1½-quart casserole with pie plate cover, six 4-ounce custard cups, one 9½-inch pie plate and one 8-ounce measuring cup. Packed each set in an attractive gift package. Weight, 8 lbs.

Per set **$1.30**
Per dozen sets **$13.95**

Newest Designs and Colors

No. 1507 — 7-Piece Juice Set. Attractive forest green color 36-ounce ice-lipped pitcher and six matching tumblers. Packed individually and six sets to a shipping carton. (No less sold.) Weight, 24 lbs.

Per set ..... **70¢**
Per dozen sets **$7.80**

No. 1501 — 7-Piece Water Set. Attractively designed barrel shaped 80 ounce ice-lipped pitcher and 6 matching 11-ounce tumblers. Beautifully decorated with colorful floral design. Packed one set in a carton. Weight, 6 lbs.

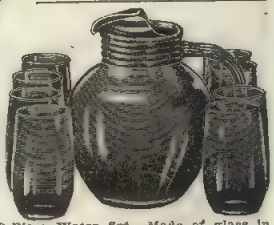
Per set **$1.00**
Per dozen sets **$10.95**

No. 1502 — 7-Piece Juice Set. Consists of a barrel shaped 36-ounce ice-lipped pitcher and six matching tumblers. Attractively decorated with colorful tomato design. Packed individually and six sets to a shipping carton. (No less sold.) Weight, 24 lbs.

Per set ..... **80¢**
Per dozen sets **$8.75**

No. 1574—7-Piece Beverage Set. New iridescent colored glass beverage set decorated with beautiful white cosmos. Consists of a 60-ounce ice-lipped water pitcher and six matching 9½-ounce glasses. Packed each set in an individual carton. Weight, 7 lbs.

Per set **$1.15**
Per dozen sets **$12.50**



No. 1303—9-Piece Water Set. Made of glass in attractive royal ruby color. Consists of a 3-quart ball shaped jug and eight, 13-ounce, tapered tumblers to match. Packed individually and six sets to a shipping carton. (No less sold.) Weight, 41 lbs.

Per set **$1.25**
Per dozen sets **$13.50**

GOING TO THE TOY FAIR?
BE SURE TO SEE ME AND THE REST OF THE FAMOUS GOLDBERGER DOLL FAMILY
BABY DOLLS
BLANKET DOLLS
ALL LATEX DOLLS
FEATURING VINYL HEADS & MOVING EYES
HOTEL McALPIN
ROOM 673-675
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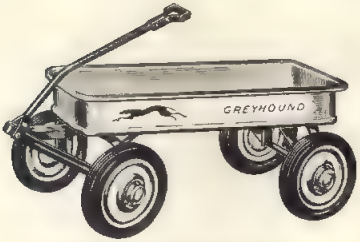
EEGEE DOLL
QUALITY DOLLS AT POPULAR PRICES
GOLDBERGER DOLL MFG. CO. INC.
1107 BROADWAY, NEW YORK 10, N. Y., ROOM 1208
FACTORY: 307 RICHARDSON ST., BROOKLYN, N. Y.

WAGONS-SCOOTERS



GREYHOUND STEEL WAGON

Body stamped and drawn from one-piece cold rolled steel Size of bed is 30" long, 13½" wide, 3½" deep. Has 8½" disc wheels with 1¼" semi-pneumatic rubber tires. Body finished in red baked enamel, wheels are white with chrome hub caps. Front and rear gears are single units. 1 in ctn

No. 60368 — Mfr. No. 502

HAMILTON STEEL PRODUCTS, INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
V34-75T ea.	$6.95 ea.

Inv _____ Pur. _____

GREYHOUND STEEL WAGON

Large size bed made of one-piece cold rolled steel Sturdy, durable body is 35" long, 16½" wide, 4¾" deep. Has large 10" disc type wheels with 1¾" semi-pneumatic rubber tires. Tubular steel handle with hand-fitting loop grip. Red enamel body, white trim. One per carton.

No. 60369 — Mfr. No. 702

HAMILTON STEEL PRODUCTS, INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
186-57C ea.	$9.95 ea.

Inv. _____ Pur. _____

STEEL WAGON

Oversize wagon body 36" long, 17" wide, 4½" deep. Made of heavy gauge cold-rolled steel 9½" double disc steel wheels with 1¾" semi-pneumatic "non-roll-off" rubber tires. Oil impregnated hardwood "Duro-Life" bearings. Body ribbed for extra strength. Red, white and black finish One per carton.

No. 60371 — Mfr. No. 40AX

STEGER PRODUCTS MFG. CORP.

DEALER PRICE	SUGGESTED RETAIL PRICE
X37-00W ea.	$10.95 ea.

Inv. _____ Pur. _____

3-WHEEL SCOOTER

24" long by 25" high overall. Has three 5" double disc plain bearing wheels with ½" rubber tires. Streamlined footboard. Blue frame, red footboard, ivory wheels. Six to carton.

No. 60543 — Mfr. No. 641

HAMILTON STEEL PRODUCTS, INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
X51-65J ea.	$2.69 ea.

Inv. _____ Pur. _____

SCOOTERS-TRACTORS

METAL SCOOTER

Frame is stamped from one-piece heavy gauge steel with embossed footrest and parking stand. 33" long, 30" high. Has 7" wheels with 7 x 1.25 balloon rubber tires. Red with white trim. One in carton

No. 60546 — Mfr. No. 1A

RADIO STEEL & MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
G52-40L ea.	$3.69 ea.

Inv._____ Pur._____

METAL SCOOTER

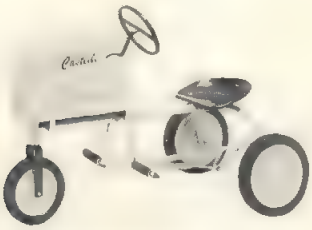
Large size: 38" long, 34" high. 10" double disc wheels, "Congo" bearings, 10 x 1.75 balloon tires. Has parking stand, brake, rubber grips. Red finish with white trim. One per carton

No. 60547 — Mfr. No. 4

RADIO STEEL & MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
R73-47H ea.	$5.25 ea.

Inv._____ Pur._____



STANDARD TRACTOR

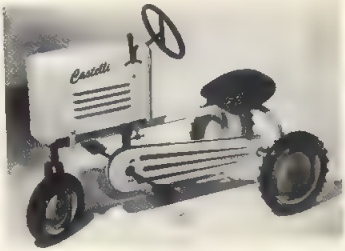
Engineered for longer life and trouble free operation. This is a safe, well-constructed tractor that even a three-year-old can operate easily. Tractor stands 26" high, 19" wide, and 37" long. Beautifully finished in bright red.

No. 60589★ — Mfr. No. 600

F. C. CASTELLI COMPANY

DEALER PRICE	SUGGESTED RETAIL PRICE
P411-55Z ea.	$17.45 ea.

Inv._____ Pur._____



SUPER TRACTOR

Sturdily constructed of heavy gauge steel. Two-to-one gear ratio with powerful chain drive. Favorite of older boys, ages 5 and 6. Bright yellow enamel finish. Length 37", width 19", height 26". Easy to operate.

No. 60590★ — Mfr. No. C-601

F. C. CASTELLI COMPANY

DEALER PRICE	SUGGESTED RETAIL PRICE
X515-60 ea.	$24.50 ea.

Inv._____ Pur._____

→GUND FORMULA for BIG VOLUME:

QUALITY + VALUE = PROFITS + PRESTIGE

The simple formula for Gund Stuffed-toy successes . . . the greatest variety of the finest in stuffed toys at the most attractive over-the-counter prices . . .
Result: profit-building Gund volume in store after store after store.

Above. Candy-striped, cuddly-soft Clown.

Rumble Baby Bear: Vinyl face with moving eyes; growler voice.

French Poodle: lovable poodle, with beret and plastic leash.

Regal Beagle: Slumber pup with vinyl face, moving-eyes, jingle bells.

Write for New Catalog . . . Just Off Press

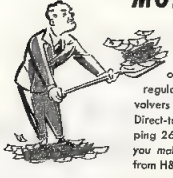
Gund
MANUFACTURING COMPANY
J. Swedlin, Inc., Successor
200 Fifth Avenue, New York, N. Y.

Since 1898 . . . Quality and Value in Stuffed Toys.

New York • Chicago • Seattle • Los Angeles • San Francisco • Montreal

Here's the hand gun customers like because it is built better . . . because it's priced right! H&R "Sportsman" already has made a terrific name for itself in the very best shooting circles. With its *value* and *prestige* and *quality*, "Sportsman" is bound to be your best hand gun business-builder. Make sure that your supply of your "Sportsman" revolvers is ample at all times. Order from the H&R warehouse nearest you for prompt delivery.

MORE PROFIT!



H&R's unique Direct-to-Dealer Sales Plan gives you added profit on every sale. For example, regular dealer margin on revolvers is 18.6% to 20%. H&R's Direct-to-Dealer margin is a whopping 26%! Yes . . . on every sale *you make more* by buying direct from H&R!

SPEEDY SERVICE!

4 H&R warehouses in major market locations to handle your order. No inconveniences and delays on deliveries.

ATLANTA
680-84 W Peachtree St., N.W.
Warehouse & Repair Station

CHICAGO
341 W. Superior St.
Warehouse and Repair Station

DALLAS
1712 Lows St.
Warehouse and Repair Station

SAN FRANCISCO
552 Mission St.
Room 306-307
Warehouse and Repair Station

WORCESTER
320 Park Avenue
Factory and Offices

MILLIONS MONTHLY!

H&R's tremendously active consumer advertising in leading national magazines tells millions of prospects about H&R sporting arms . . . urges them to see you. Here's where H&R advertising works for you:

Argosy *Sports Afield* *Field & Stream* *Successful Farming*
Outdoor Life *Mechanix Illustrated* *Popular Science* *Bay's Life*
True *Hunting & Fishing* *Open Road for Boys*

FREE MATS . . . write today for H&R dealer helps for your own local advertising.

HARRINGTON & RICHARDSON ARMS CO.
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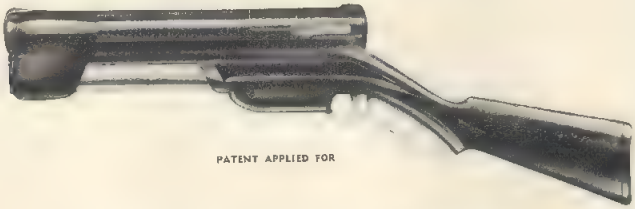
Executive Sales and Export Offices • Investment Building • Washington, D. C.

QUALITY ARMS FAMOUS THE WORLD OVER

HALL'S 8 SHOT Repeater

SHOOTS TABLE TENNIS BALLS

AN ALL PLASTIC GUN OF EXCEPTIONAL BEAUTY!



PATENT APPLIED FOR

Loads Cocks Shoots EXACTLY LIKE A REAL GUN!

HOW IT WORKS!

Easy Lever Action loads ball in firing chamber and cocks the plunger. Trigger action fires the ball by compressed air. Shoots maximum distance with a loud "BANG". Holds eight balls in one loading.

The "8 Shot" is the Perfect All-Season Toy Gun for boys of Every Age!

No. 880 — EIGHT SHOT Repeater, 29" Long. Individually Packed with 8 Table Tennis Balls. Six per master carton. Retails at $5.49 each.

See it — Shoot it
At the Toy Fair
Room 839, McAlpin Hotel

MANUFACTURED BY

C. A. HALL MANUFACTURING CO.

LOWELL, MICHIGAN

MAX E. BRAFMAN Co.

presents . . .

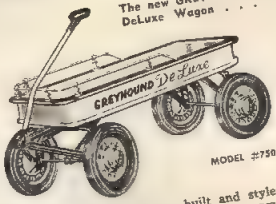
A New Addition to the MUSKIN Line!

Model #S-11
"The Suburban"
Town & Country Stroller

Be sure to see the "SUBURBAN" and many other brand new items in the MUSKIN LINE at the TOY FAIR . . . . 200 FIFTH AVE. ROOM 336 and at THE HOTEL NEW YORKER, RM. 1052

Hamilton Steel Quality Line proudly presents . . .

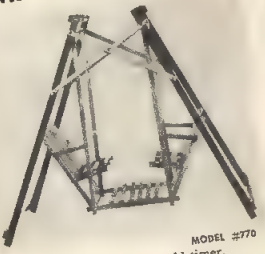
The new GREYHOUND DeLuxe Wagon . . .



MODEL #750

This new DeLuxe Wagon built and styled by HAMILTON STEEL PRODUCTS boasts these many features . . . . 10" spoke wheels with 1¾" semi-pneumatic tires . . . body size 35" x 16½" x 4¾" deep. Body exterior is of rich blue baked enamel with the bed of blazing red. Handle and side rails are both nickel plated.

The New "Toddle Line" Four Passenger Juvenile Lawn Swing . . .

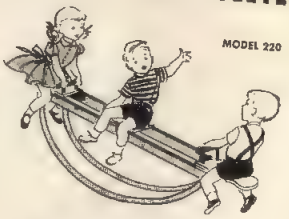


MODEL #770

Re-introducing an old-timer.
Don't fail to see it at the TOY FAIR.

THE NEW "TODDLE LINE" TEETER

MODEL 220



Quality construction and styling, as well as low in price, make this one of America's biggest buys. IT'S A SURE VOLUME SELLER . . . A REAL PROFIT MAKER. WELL BALANCED—WON'T TIP . . . IDEAL FOR INDOOR AND OUTDOOR PLAY

Write for prices and further details.

Max E. Brafman Co.
DIRECT FACTORY SALESMEN SINCE 1925
200 FIFTH AVENUE – NEW YORK 10, N. Y.

HOLSTER SETS

SINGLE HOLSTER SET

A beautiful holster set featuring an all black leather holster attached to a scalloped belt. Holster is beautifully decorated with a variety of ornaments. One Texan Jr. pistol included with set.

No. 52531 — Mfr. No. X178-1165
KEYSTON BROS.

Dealer Price G83-90 E
Suggested Retail Price $5.95 ea
Inv **Pur**

SINGLE HOLSTER SET

Black leather, heavily ornamented with extra large nickel studs and jewelled metal medallions. Holster is specially designed for large cap pistols. Bedecked with studs and medallions. Three-piece belt has white end straps.

No. 52532—Mfr. No. 362
J HALPERN CO.

Dealer Price E63-25 X
Suggested Retail Price $4.95 ea.
Inv. **Pur.**

SINGLE HOLSTER SET

Buscadero type holster and belt. Belt is extra wide and has massive holster. White plastic welt for trim and heavily spotted, Texas styled buckle set over holster. Has metal bullets and Texan Jr gun

No. 52551 — Mfr. No. 188-1165
KEYSTON BROS.

Dealer Price H25-20 Y
Suggested Retail Price $7.95 ea
Inv **Pur.**

SINGLE HOLSTER SET

Natural top-grain cowhide leather belt with heavy metal medallions. Has embossed western buckle, keeper and tip. Large Cowboy, Sr repeating pistol included in set.

No. 52557 — Mfr. No. 347
J. HALPERN CO

Dealer Price S85-20 N
Suggested Retail Price 57.95 ea
Inv **Pur**

DOUBLE HOLSTER SET

Large, hip sling double holsters in Saddle Mahogany finish. Attractively decorated and with 6 bullets. Nickel buckle Rodeo pistols included.

No. 52560★— Mfr. No. 1501R
CARNELL MANUFACTURING CO., INC.

Dealer Price K61-39 T
Suggested Retail Price $1.98 ea.
Inv. **Pur.**

DOUBLE HOLSTER SET

Black, genuine leather holster and belt decorated with rosettes, jewels and nailheads. Belt has three bullets. Set includes two Hubley Sure Shot roll cap pistols.

No. 52561★— Mfr. No. W1603U
CARNELL MANUFACTURING CO., INC.

Dealer Price C21-95 L
Suggested Retail Price $2.98 ea.
Inv. **Pur.**

HOLSTER SETS

DOUBLE HOLSTER SET

A treat for the young riders. Black holster and belt highlighted by be-jeweled white cross strap and rosettes. Wide belt has three bullets and nickel prong buckle.

No. 52566 — Mfr. No. 608

J. HALPERN CO.

Dealer Price ..... W41-95 A
Suggested Retail Price ..... $2.98 ea.
Inv ..... **Pur.** .....

DOUBLE HOLSTER SET

A combination of cordovan and textured white leather. Holster has metal conchas and leather pendent. Nickel prong buckle and jewel decoration. Has two Texan Jr. Pistols

No. 52569 — Mfr. No. 605

J. HALPERN COMPANY

Dealer Price ..... V42-60 Q
Suggested Retail Price ..... $3.95 ea.
Inv. ..... **Pur.** .....

DOUBLE HOLSTER SET

Black leather with white belt backing. Ornamented with metal conchas, jewels and studs. Has three bullets. Western buckle. Two Texan Jr. Pistols included.

No. 52570 — Mfr. No. 650

J. HALPERN COMPANY

Dealer Price ..... S33-25 W
Suggested Retail Price ..... $4.95 ea.
Inv. ..... **Pur.** .....

DOUBLE HOLSTER SET

Extra-large belt loop with embossed design and scored edges on holster, cross strap and belt. Jewelled metal medallions, Jewels, studs, leather cross strap, tie strings and four red bullets. Western Buckle, keeper and tip.

No. 52572★— Mfr. No. 680

J. HALPERN CO.

Dealer Price ..... L83-90 A
Suggested Retail Price ..... $5.95 ea.
Inv. ..... **Pur.** .....

DOUBLE HOLSTER SET

New color combination of yellow and black. Both holsters and belt are beautifully decorated with different types of ornamentation. This unusual new set includes two Texan Jr. pistols.

No. 52574 — Mfr. No. 533-1165

KEYSTON BROS.

Dealer Price ..... K83-90 T
Suggested Retail Price ..... $5.95 ea.
Inv. ..... **Pur** .....

DOUBLE HOLSTER SET

Two-tone brown and tan outfit. Has studded two-piece overlap front pocket with Texas Lone Star cutout. Has western buckle and attractively decorated. Two Texan Jr. pistols included.

No. 52576 — Mfr. No. 2265

J. HALPERN COMPANY

Dealer Price ..... U53-25 D
Suggested Retail Price ..... $4.95 ea.
Inv. ..... **Pur.** .....

HOLSTER SETS

SINGLE HOLSTER SET

Features all black leather with white felt backing. Also includes red bullets and has new adjustable belt. Does not include gun.

No. 52501 — Mfr. No. 113
KEYSTON BROS.

Dealer Price ..... K71-30 B
Suggested Retail Price ..... $1.98 ea.
Inv. ..... Pur. .....

SINGLE HOLSTER SET

This set has an all russet massive holster with leather trim. Decorated with nickel ornements and has 2" wide belt with double tongue buckle. Does not include gun.

No. 52502 — Mfr. No. 135
KEYSTON BROS

Dealer Price ..... R41-95 C
Suggested Retail Price ..... $2.98 ea.
Inv. ..... Pur. .....

SINGLE HOLSTER SET

An all black leather holster attached to a scalloped belt for the real Westerner. Belt and holster have a variety of ornamentation. Does not include gun.

No. 52504 — Mfr. No. X178
KEYSTON BROS.

Dealer Price ..... M92-60 Z
Suggested Retail Price ..... $3.95 ea.
Inv. ..... Pur. .....

DOUBLE HOLSTER SET

Unusual new design in this large, cordovan color, all leather holster set. Has transparent windows in center of holsters. Designed from authentic rangers' holsters. Guns not included.

No. 52506 — Mfr. No. 528
KEYSTON BROS.

Dealer Price ..... A81-95 G
Suggested Retail Price ..... $2.98 ea.
Inv. ..... Pur. .....

SINGLE HOLSTER SET

A real volume item for the younger kids. Black and white leather with gold trim. This set includes the Hubley Star Pistol. Priced right and very popular.

No. 52513 — Mfr. No. 100-1100
KEYSTON BROS.

Dealer Price ..... D3-65 W
Suggested Retail Price ..... $ .98 ea
Inv. ..... Pur. .....

SINGLE HOLSTER SET

Combination of brown floral pattern against smooth tan leather. Trimmed with rosettes, studs and medallions. Gold slide buckle. Smokey Joe repeating pistol.

No. 52515 — Mfr. No. 124
J. HALPERN CO.

Dealer Price ..... T4-97 M
Suggested Retail Price ..... $1.49 ea.
Inv. ..... Pur. .....

HOLSTER SETS

U. S. MARINE HOLSTER SET

Genuine natural top-grain leather, bold scored edges on holster and belt. Official Marine emblem and lettering on flap pocket holster. Complete with automatic repeating pistol

No. 52520 — Mfr. No. 239

J. HALPERN COMPANY

Dealer Price N91-95 I
Suggested Retail Price $2 98 ea.
Inv._____ **Pur.**_____ ____

SINGLE HOLSTER SET

Smoky Joe's name mounted on the pocket in golden metal letters. Ornamented with colorful jewels, silvery jewelled medallions, studs, bullets and tie strings. Belt has western buckle, keeper and tip.

No. 52521★—Mfr. No. 328

J HALPERN CO.

Dealer Price X41-30 C
Suggested Retail Price $1.98 ea.
Inv._____ **Pur.**_____

SINGLE HOLSTER SET

Black and white leather with gleaming metal decorations such as studs, conches, etc. Holster and belt edges bound with plastic tape. Western buckle, Texan Jr. Pistol

No. 52522 — Mfr. No. 335

J. HALPERN COMPANY

Dealer Price X41-63 A
Suggested Retail Price $2.49 ea
Inv _____ **Pur** _____ ____

AIR FORCE HOLSTER SET

Genuine black leather wide belt with flap pocket holster and ammunition pouch. Has air force motif. Nickel buckle Complete with automatic repeat ng pistol and pilot's goggles

No. 52524 — Mfr. No. 249

J. HALPERN COMPANY

Dealer Price _____ P31-95 I
Suggested Retail Price _____ $2.98 ea.
Inv._____ **Pur.**_____ ____

SINGLE HOLSTER SET

Black leather set featuring white felt backing. Ornamented with steerhead conches bright opaque jewels, nickel studs, white cross straps and bullets. Wide belt has white end straps, and embossed western buckle, keeper and tip.

No. 52527—Mfr. No. 350

J. HALPERN CO.

Dealer Price _____ L41-95 P
Suggested Retail Price $2.98 ea.
Inv. _____ **Pur.**_____

SINGLE HOLSTER SET

Extra-large belt loop with embossed design and scored edges on holster, cross strap and belt. Jewelled metal medallions, jewels, studs, leather cross strap, tie strings and four red bullets. Western buckle, keeper and tip

No. 52530—Mfr. No. 380

J. HALPERN CO.

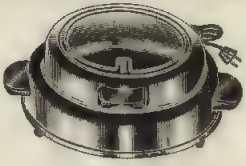
Dealer Price K72-60 T
Suggested Retail Price $3.95 ea.
Inv _____ **Pur.** _____

GELLMAN BROS. MINNEAPOLIS, MINN.

Practical "Handyhot" Electric Appliances

No. 241—West Bend Electric Corn Popper. Pops every kernel. No burning—no shaking. Chrome pan with plastic base. Pyrex glass top. Complete with cord and plug set. (Retail price $6.95.)

Each **$4.65**

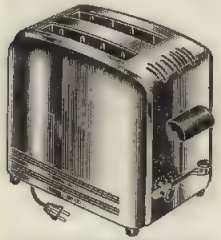


No. 223 — "Handyhot" Electric Waffle Iron. Sparkling chromium finish with cool plastic handles complete the modern design. Satin aluminum permanent mold grids. Grids are 7¼ inches for extra large waffles. Smooth plastic feet eliminate marring or scratching. Newly designed indicator type dial tells when to bake. Complete with detachable cord and plug. (Retail price $11.95.)

Each **$8.00**

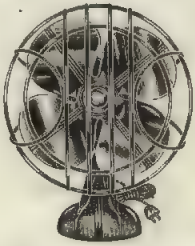
No. 215 — "Handyhot" Corn Popper. Perfectly popped corn without stirring. Usable also as a deep fat fryer, chafing dish or food warmer. Made of polished aluminum in streamlined design with heat-resistant glass cover. Uses 115 volt A.C. current. (Retail price $6.95.)

Each **$4.75**



No. 227—"Handyhot" Electric Automatic Toaster. Smart modernistic design, attractively finished in gleaming chromium body. Has automatic timer which shuts off current and toast pops up. May be quickly adjusted for light or dark toast. Easy to clean crumb tray. Accommodates two large size slices of bread. Complete with cord and plug. Size, 7 inches high, 8 inches long, 5¾ inches wide. (Retail Price $15.50.)

Each **$11.05**



No. 228 — "Handybreeze" Electric Fan with Switch. Wide aluminum 8 inch blades. Finish is of buff brown wrinkle enamel. Has convenient on-off switch, quiet efficient motor operates with no radio interference. Complete with regulation cord and plug. Height, 11 inches. (Fair traded retail price $5.95.)

Each **$4.65**

No. 219 — "Handyhot" Automatic Frost Control. Attractive white enamel case with red plastic knob pointer and printed dial. Makes any electric refrigerator a modern self-defrosting model when attached as directed between electric outlet and refrigerator cord. Uses 115 volt A.C. 60 cycle current only. (Retail price $9.95.)

Each **$6.50**

No. 247 — "Handyhot" Juicit (approved by Sunkist). Handsome streamlined white plastic base completely covers sturdy motor. Has porcelain reamer and oscillating stainless steel strainer easily removed for cleaning. Motors runs on 115 volt A.C. current. (Retail price $14.95.)

Each **$10.00**

No. 221 — "Handyhot" Electric Whipper. Ideal for whipping cream, beating eggs, mixing beverages and light batter. Convenient on-off switch and dependable motor. Heat resistant glass bowl is graduated in pints, ounces and cups. Complete with cord and plug. (Fair Traded Retail Price $7.75.)

Each **$5.19**

WHOLESALE PREMIUM MERCHANDISE & NOVELTIES

FAVORITES

HANKSCRAFT EGG COOKERS

A four-egg capacity electric egg cooker with ivory base and top, chrome dome. Operates like the Standard Model, boils eggs in live steam, starts instantly, shuts off automatically when eggs are cooked. Amount of water poured in base governs cooking time. Individually packaged. Retail $3.25. Shpg wt. 2½ lbs. (Mfrs. 1948.)

$3198— Each ..... **$2.11** Lots of 6, Each **$2.05**

EGG SERVER SET

Set consists of electric egg cooker with boiling rack and poaching dish, 4 double and egg cups and service tray. Base of cooker is ivory white glazed earthenware and top of chrome plated metal. Egg cups are ivory white glazed earthenware. Tray is chrome plated. Shpg wt 7½ lbs. (Mfrs 1151.)

$3204— Set ..... **$5.82** Lots of 6, Set **$5.64**

BOILS OR POACHES EGGS

Shuts Off Automatically

HANKSCRAFT quality in electric egg cookers that do the job and then shut off automatically. Boiling rack and poaching dish included. Attached cord set. Shpg wt. 4 lbs.

STANDARD QUALITY—(Mfrs. 818). Retails $5.50. Ivory white ceramic base. Chromium top.

$3158— Each ..... **$3.58** Lots of 6, Each **$3.47**

DELUXE QUALITY—(Mfrs. 874). Retails $8.75. Choice of Red, Green, Blue or Yellow ceramic bases. STATE COLOR. Chromium dome.

$3164— Each ..... **$4.39** Lots of 6, Each **$4.25**

DELUXE SERVER SET

Retails $10.95

Set consists of automatic egg cooker to boil or poach eggs (complete with boiling rack and poaching dish), six double-end egg cups and a chromium tray. Base of cooker is brilliant red ceramic porcelain; top of chromium. Egg cups brightly colored ceramic in Red, Yellow, Green and Blue. Shpg wt. 7½ lbs. (Mfrs. 1953)

$3168— Each ..... **$7.12** Lots of 6, Each **$6.90**

"WALL-AIRE"

- ★ IT'S A HEATER
- ★ IT'S A FAN
- ★ IT'S A HAIR DRYER
- ★ IT'S A CLOTHES DRYER
- ★ RETAILS FOR $39.95

Manufacturer calls it "The Greatest Bathroom Boon Since Plumbing." It's easy to install and a joy to use.

Unit consists of a 2-bladed fan mounted in a combination metal and plastic case together with a coiled wire heating unit. Can be used as a cold or hot air circulator. Case has parchment bellows that allows front part to be directed downward for hair-drying. Concealed wire rack pulls out for clothes drying. Overall size of face of unit 12¼x18¼ in. Wall bracket and full instructions included. 115 volt AC only. Shpg wt. 8 lbs. (Mfrs. 800.)

$3204— **$26.65**

Lots of 3, Each **$25.30**

ELECTRIC BOTTLE STERILIZER

Retails $8.95

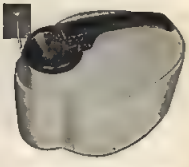
Sterilizes six bottles and nipples in live steam and shuts off automatically when done. Stainless steel dome porcelain ceramic base. Complete with cord, nipple jar and bottle tray. Shpg wt. 5½ lbs. (Mfrs. 872C.)

$3176— Each ..... **$5.82** Lots of 6, Each **$5.64**

AUTOMATIC ELECTRIC BOTTLE WARMER AND VAPORIZER

Heats bottle to feeding temperature, then shuts off. Vaporizer attachment allows conversion for medicated steam. Cord set included. For A.C. only. Finished in Ivory Pink or Blue. STATE COLOR. Shpg wt. 2 lbs. (1013C).

$3186— Each **$1.63** Lots of 6, Each **$1.58**



AUTOMATIC VAPORIZER

Operates on a basic "Hankscraft" principle—when all water has turned to steam current shuts off automatically. Runs for 6 hours, evaporates 4½ qts. of water without refilling and delivers a steady flow of steam. New adjustable feature permits regulation of steam flow to insure efficient operation. An ideal humidifier for use. Retails $10.95. Individually boxed. Shpg wt. 10 lbs. (Mfrs. 1052.)

$3228— Each ..... **$7.12** 6 or more, Each **$6.90**

HANKS-CRAFT VAPORIZER

Medicated steam quickly produced from prescribed medicant. Shuts off automatically when all liquid has been turned to steam.

Ever cool plastic handle. Shpg wt. 6 lbs. (Mfrs. 1051)

$3178— Each ..... **$2.57** Lots of 6, Each **$2.49**

8-Cup Constellation Electric

Retails for $13.95

Trim, sleek and completely modern. The striped platinum line motif in the upper and lower bowls is further carried out in the striped design of the wide chromium plated collar band. Hinged decanter cover keeps coffee hot longer, upper bowl cover serves as convenient holder for upper bowl when brewing is completed. Equipped with famous Silex Lox-in Glass Filter. New deluxe self-timing stove with Automatic heat control for easy brewing and special holding element to keep coffee hot. Packed 4 to carton. Shpg wt 20 lbs. (Mfrs. CE-HB.)

$875—Each **$9.30** Lots of 4 Each **$8.37**

KITCHEN RANGE MODEL

(As Above, Without Stove)

Choice of 8 or 12 Cup Size

Twelve cup size comes without upper bowl cover. Eight cup size has it. This coffee maker is the twin of the Constellation electric model, but comes without the electric stove. The new broad lines of the lower bowl assure greater stability, and give faster heating for the most economical operation on kitchen range. Comes with hinged decanter cover and Silex Lox-in Glass Filter. Packed 4 to carton. Shpg. wts. 13 and 16 lbs.

8-Cup—(Mfrs. CK-SB.) Retails for $7.65.
$884—Each **$5.10** In lots of 4 Each **$4.59**

Number	Replacement Part	Each
$877-LFA-8	8 Cup Lower Bowl	$1.30
$878-LFA-12	12 Cup Upper Bowl	1.77
$879-LOX	Lox-in Glass Filter	.32
$880-UBN-8	Upper Bowl Cover & Holder	.39
$881-HBA-F	Handle & Band Assembly	.84
$882-CF	Decanter Cover Stainless Steel	.56
$883-PF	Rubber Plug	.29

SILEX COFFEE MAKERS

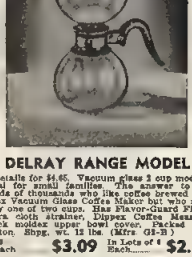
COFFEE WARMER

Crystal and chromium. 6 inches in diameter. Simple to use, too. With Silex and other heat resistant glass decanters, just by removing the grid and lighting the candle. The glass Silex unit is not included

Price is for stove only. Packed 6 warmers and 6 extra candles in carton. Shpg wt 20 lbs. (Mfrs CW)

$929—Each **$2.16** In Lots of 6, Each **$1.95**

EXTRA CANDLE REFILLS Coffee warmer candles are made of specially prepared wax. 3 in package. 12 pkgs in ctn. Shpg wt. 1 lbs (Mfrs CAS.)
$927—Per Carton **$2.24**



DELRAY RANGE MODEL

Retails for $4.65. Vacuum glass 2 cup model—ideal for small families. The answer to the needs of thousands who like coffee brewed in a Silex Vacuum Glass Coffee Maker but who need only one of two cups. Has Flavor-Guard Filter, extra cloth strainer, Dippex Coffee Measure, black molded upper bowl cover. Packed 6 in carton. Shpg. wt. 12 lbs. (Mfrs GS-B)

$943—Each **$3.09** In Lots of 6 Each **$2.85**

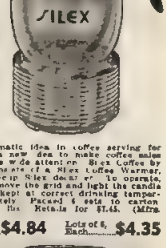
Number	Replacement Part	Each
$944-LK-2-3	Cup Lower Bowl	$1.07
$945-LK-2-3	Cup Upper Bowl	1.30
$946-HJB	Handle Assy Black	.59
$947-PP	Rubber Plug	.32
$948-CCF	Flavor Guard Filter	.32
$949-OO-B-2	Upper Bowl Cover	.30
$950-SAB	Screws & Sleeves for Handle	.05

8-CUP RANGE MODEL

The Manhattan has all the brewing efficiency of higher priced Silex kitchen range models, but is furnished without decorations or covers to bring it within range of the most budget conscious customers. Flavor-Guard Filter, extra cloth strainer and Dippex Coffee Measure are included. Packed 6 in carton. Shpg wt. 13 lbs. (Mfrs. MMK. SB.)

$929—Each **$2.50** In Lots of 6, Each **$2.25**

DELUXE MODEL DECANTER FOR RESTAURANTS



A new dramatic idea in coffee serving for Restaurants—a new idea to make coffee make sense—to create wide attention. Brew Coffee by Candlelight on top of a Silex Coffee Warmer, plus a new Silex decanter. To operate, you simply remove the grid and light the candle and coffee is kept at correct drinking temperature indefinitely. Packed 6 sets to carton. Shpg. wt. 22 lbs. Retails for $7.45. (Mfrs. CWDB-F)

$963—Each **$4.84** Lots of 6, Each **$4.35**

DESIGNED FOR RESTAURANTS

DELUXE MODEL

Futuramic design for more beauty and efficiency. Platinum stripes on both upper and lower bowls. Finger control handle, self sealing plug, open-end heat working filter and large capacity upper bowl to end "boil-overs." Hinged cover on decanter bowl. Both sizes packed 12 to carton. Shpg. wts. on ctn., 42 and 45 lbs.

8 CUP—(Mfrs. FAE) List $7.65
$951—Each **$5.10** Lots of 6, Each **$4.59**

12-CUP—(Mfrs FA12.) List $7.65.
$953—Each **$5.10** Lots of 6, Each **$4.59**

STANDARD MODEL

These units are the same size and quality heat-resistant glass as deluxe makers but do not have platinum decoration or lower bowl covers. Packed 12 to carton. Shpg. wts., 40 and 43 lbs.

8-CUP—(Mfrs. F-8.) List $6.95

$954—Each **$4.63** In lots of 6 Each **$4.17**

12-CUP—(Mfrs. F-12.) List $7.45.

$955—Each **$4.97** In lots of 6, Each **$4.47**

SEE NEXT PAGE FOR REPLACEMENTS

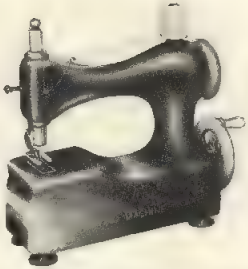
SEWING MACHINES

SEWING CABINET

Handsome wood cabinet containing 6" doll, bolts of material and sewing accessories including needles, scissors, thread, ribbon, tape measure, patterns, etc. Individually packed. 12 per carton

No. 51031—Mfr. No. 3316
PRESSMAN TOY CORP.

Dealer Price ..... A91-95 M
Suggested Retail Price ..... $2.98 ea.
Inv._____ **Pur.**_____

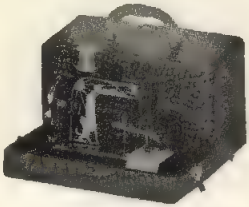


JR. MISS SEWING MACHINE

Moulded in strong plastic. Kit includes thread, cut out patterns, scissors, etc. Simple to operate. Size 5" x 5" x 2". Suction cups on bottom for secure mounting. No adjusting necessary. 36 in carton

No. 51047—Mfr. No. 1500
HASSENFELD BROS. INC.

Dealer Price ..... $3-97 P
Suggested Retail Price ..... $1.49 ea.
Inv._____ **Pur.**_____



SEWING MACHINE KIT

A deluxe toy sewing machine kit that mothers will buy for daughters. Contents in carrying case of solid red simulated alligator fibre. Packed 6 per carton.

No. 51050—Mfr. No. 3409
NEEVEL MFG. CO.

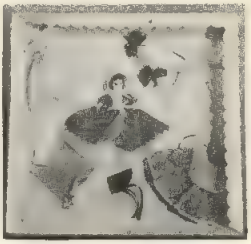
Dealer Price ..... U44-55 E
Suggested Retail Price ..... $6.95 ea.
Inv._____ **Pur.**_____

SEWING KIT

Beautiful luggage style sewing kit featuring the Sew-Rite plastic sewing machine that really works. Also has doll, cloth, thread, patterns, etc. Size is 13½" x 8½" x 2¾" 12 per carton.

No. 51054—Mfr. No. 1540
HASSENFELD BROS., INC

Dealer Price ..... T81-63 B
Suggested Retail Price ..... $2.49 ea.
Inv._____ **Pur.**_____



PLAY WARDROBE

Contains 15 pieces including doll with red taffeta coat dress with net and lace petticoat, bonnets, pants, pajamas, housecoat, cotton dresses, apron, wash cloth, soap, cologne, etc. In box 18½" x 18½".

No. 51058—Mfr. No. X52-904
RUTH GIBBS, INC.

Dealer Price ..... I83-25 B
Suggested Retail Price ..... $4.95 ea
Inv._____ **Pur.**_____

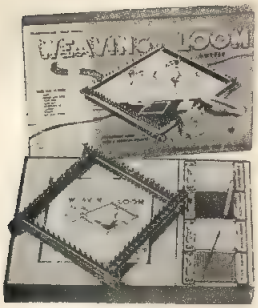
COOKING SET

Features 2 pie plates, frying pan, sauce pan, 2 measuring spoons, egg beater. Also has 2 plastic bowls, grater, spatula, basting spoon and other items. All have 2-tone plastic handle. 12 per carton

No. 51078—Mfr. No. 137
NEWBURGH METAL MFG CO

Dealer Price ..... F41-30 L
Suggested Retail Price ..... $1.98 ea
Inv._____ **Pur.**_____

WEAVING & SEWING SETS



WEAVING LOOM

The only loom in the craft field that weaves with plastic ribbon as well as with other material. Includes loom with two weaving frames, 72 feet plastic ribbon, needle, needlepick, instructions. Cellophane covered box. 12 per carton.

No. 51019—Mfr. No. 1511
TRANSOGRAM CO., INC.

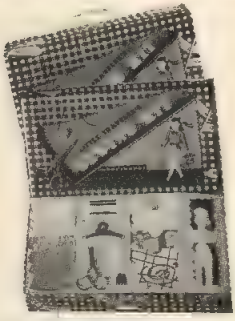
Dealer Price ..... **K71-30 N**
Suggested Retail Price ..... **$1.98 ea.**
Inv. ..... **Pur.** .....

LARGE WEAVING LOOM

Weaving loom is similar to that in No. 51019 Weaving Loom Set. This set contains 240 feet plastic ribbon, needle and needlepick. Cellophane covered box. Packed six per carton.

No. 51022—Mfr. No. 1515
TRANSOGRAM CO., INC.

Dealer Price ..... **V92-43 R**
Suggested Retail Price ..... **$3.69 ea.**
Inv ..... **Pur.** .....



LITTLE TRAVELER'S SEWING KIT

Contains a 6" beautifully sculptured doll with moveable arms; 8 assorted dresses; 500 inches of assorted color thread; metal scissors; thimble. Box size 13" x 7½" with metal handle. 24 to carton.

No. 51023★—Mfr. No. 3577
TRANSOGRAM CO., INC.

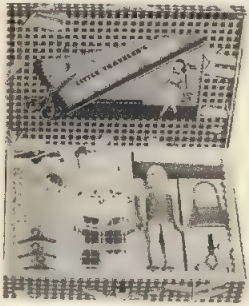
Dealer Price ..... **R2-65 H**
Suggested Retail Price ..... **$ .98 ea.**
Inv ..... **Pur.** .....

EMBROIDERY SET

Contains 4 colored hemmed hankies to embroider, pre-cut handbag, pre-cut change purse, 3 skeins of embroidery thread, 2 needles, instructions. Handbag and change purse are easily finished. Box size 18½" x 12¼" x 1⅜". Twenty-four per carton.

No. 51024—Mfr. No. 406
H. DAVIS CO

Dealer Price ..... **U6-97 A**
Suggested Retail Price ..... **$1.49 ea.**
Inv. ..... **Pur.** .....



LITTLE TRAVELER'S SEWING KIT

Contains a 10" doll with moveable arms; eight assorted colored cut-out dresses in vinyl plastic, handbag with shoulder strap; plastic sewing machine with thimble and 2 bobbins of thread, 3 hangers, metal scissors, 2 needles. Twelve per carton

No. 51026—Mfr. No. 3579
TRANSOGRAM CO., INC.

Dealer Price ..... **T81-30 Y**
Suggested Retail Price ..... **$1.98 ea**
Inv. ..... **Pur.** .....

EMBROIDERY SET

Contains large cloth centerpiece and six napkins in "Ballet Girl" motif, embroidery hoop, 8 skeins thread, metal scissors, needle, thimble. In cellophane covered box. Twenty-four per carton.

No. 51029★—Mfr. No. 3495
TRANSOGRAM CO., INC

Dealer Price ..... **T2-65 G**
Suggested Retail Price ..... **$ 98 ea.**
Inv. ..... **Pur** .....

America's First, Finest Anodized Aluminum "Hostess-Ware"

Heller's Sensational COLORAMA SERVING AIDS

. . . NOW MORE POPULAR THAN EVER!

HELLER Hostess Ware

Guaranteed by Good Housekeeping

Superbly Styled and Color Anodized

color scientifically fused into quality aluminum for overlasting brilliance in Heller's modern anodizing plant

WITH ICE GUARD!

WITH ICE GUARD

No. 6007
"HOSTESS" 7-piece COLORAMA BEVERAGE SET. Drinks look better, taste better in this gorgeous Set. Stunning 2-qt. Pitcher in gold, chartreuse, green or red, and 6 beautiful 12-oz. Tumblers, each in a different anodized colors. Sug. Retail $8.00

No. 6001
"HOSTESS" COLORAMA 2-qt. PITCHER. Charmingly designed aluminum Pitcher in sparkling Colorama colors makes any beverage a party service. Gold, chartreuse, green, red. Sug. Retail $4.00

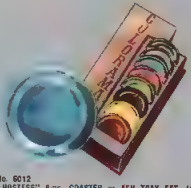
No. 6002
"HOSTESS" COLORAMA SERVING TRAY. Beautifully embossed design and scalloped edge make this 14½" aluminum Tray a most striking hostess accessory. Gold, chartreuse, green, red. Sug. Retail $2.75

No. 6003
"HOSTESS" 8-piece COLORAMA TUMBLER SET. Unbreakable, lightweight 12-oz. aluminum Tumblers. Handsomely shaped and smoothly finished. Concave bottoms prevent sticking. 8 assorted anodized colors in smart self-selling transparent acetate tube. Sug. Retail $6.50

No. 6005
"HOSTESS" 4-piece COLORAMA TUMBLER SET. Set of 4 assorted colors, same as above, 12 oz. size in smart self-selling transparent acetate tube. Sug. Retail $3.30

No. 6041
"HOSTESS" COLORAMA BIG APPLE ICE VAULT. Smart, novel, apple-shaped design aluminum Ice Vault. Keeps 2 trays of ice cubes solid for hours. Completely insulated with fibre glass. Colors: gold, green, red. Sug. Retail $7.00

No. 6010
"HOSTESS" 4-piece COLORAMA COPPER STEIN SET. Sparkling 12 oz. anodized copper Steins are smart for iced drinks, small potted plants. Decorative accessories for dens, recreation rooms. Sug. Retail $4.00



No. 6012
"HOSTESS" 8-pc. COASTER or ASH TRAY SET. In 8 smart anodized aluminum colors. Packed in beautiful self-selling gift box. Sug. Retail $3.00

LARGE SIZE 16-oz. 8-piece Anodized Aluminum TUMBLER SET

The Perfect Tumbler for Iced Tea, Iced Coffee, Frosted Drinks!

No. 6016
"HOSTESS" 16-oz., 8-piece TUMBLER SET. These big, full-size tumblers serve sparkling drinks in grand style. They're smartly designed and brilliantly colored in brilliant Colorama shades. Unbreakable, lightweight, alcohol and stain resistant. Concave bottoms prevent sticking. 8 assorted anodized colors in beautiful self-selling transparent acetate gift tube. Sug. Retail $8.00

No. 6017
"HOSTESS" 4-piece COLORAMA TUMBLER SET. Set of 4 assorted colors, same as above, 16 oz. size in self-selling transparent acetate tube. Sug. Retail $4.25

No. 6922
"HOSTESS" COLORAMA WHISTLING TEA KETTLE. Lightweight, lightweight, sparkling Glamorous anodized aluminum in red, green, or copper, with cool black plastic handle and knob. 2½ qt. size. Sug. Retail $3.00

PRICES SLIGHTLY HIGHER IN SOME ZONES

HELLER HOSTESS-WARE • WHITE PLAINS, N.Y.

New York Showrooms 1150 Broadway (Street Floor)

THE FINEST OF CUSTOM BUILT YACHTS

They are in a class by themselves—smart, spacious, with every provision for convenience, comfort and safety. Finest construction—wide teak decks, luxurious individualized interiors, large deck salons and staterooms, tiled baths, ample crew's quarters, modern galleys, G. M. Diesel power, comfortable cruising speed. Beautifully appointed. Up to the minute throughout.

Your inquiries invited

HENRY C. GREBE & CO., INC. *3250 North Washtenaw Ave., Chicago 18, Ill.*

TUNING THE SMALL SAIL BOAT

(*Continued from page 39*)

in the country, you'll find many which have centerboards so sharp on the edges one must be careful not to cut his hand on the edge when the board is raised. The trailing edge is, if anything, more important than the leading edge—but both should be ground to an edge so as to present little drag.

Do the same with your rudder. Make it easy for the rudder to enter and leave the water with no resistance.

Paint both centerboard and rudder a light color—and with a hard-surfaced paint.

Avoid having too much play in either the centerboard or the rudder pintels. A block of wood shaped like a wedge will assist in holding the board steady against one side of the trunk and prevent the vibration which reduces speed of the boat through the water.

Both the bottom and the topsides must be as smooth as it is possible to make them. Remember that in a small boat of the centerboard type, you're sailing on the topsides as much as on the bottom. A good sanding job—and a good paint job—will repay you many times for the effort you spend.

Great care should be taken in placing the mast in the hull. Each boat will be somewhat different, since no two can possibly be built exactly alike—even in the most strictly enforced one-design classes. Certain rules govern in general, however. There cannot be any "s" curves or bends in the mast. Tuning cannot straighten a mast that is permanently bent or twisted. Be sure that your mast is straight before placing it in the boat

You will find that the mast can be adjusted in four ways—1) by the steps at the bottom of the mast (control rake); 2) by the upper jumpers (control hook); 3) the stays (partially control hook); and 4) the shrouds (control leeward bend).

Most small boats will sail better with a slight rake aft to the mast. For instance, in a Lightning, it has been found that the afterside of the foot of the mast should be about 19¼ to 19½ inches from the center of the centerboard pin. This enables the mast to take a rake of some 12 to 14 inches (by plumb bob with the board down and no one aboard) . . . and still be in balance.

Your mast—with all shrouds loose—should stand perfectly straight. It must have no hooks, no twists, or "s" curves to it. While it is sometimes possible to take out some strains that show in the mast by proper tuning of the shrouds and stays, it is usually not successful. Therefore, make sure that your mast is perfectly straight before you fasten the shrouds or stays. Once you have made sure that it is perfectly straight, fasten the stays and shrouds—but leave them all very loose at first. *This is important—and is where most small boat sailors make their biggest mistake.* Don't take up on the shrouds or stays except to take the "slop" out of them. . . . *Do not tighten them—leave them all very loose . . . so that you can actually pull the two shrouds together on each side so they will touch—both sides at once.*

Now gradually take up the forestay . . . take it up fairly snug—watching the top of the mast all the time to make sure you don't put too much hook in it. How much is too much? Well, it is permissible at this stage for the mast to "hook" about 3 inches all above the jumpers—but no more. Now take up the backstay till it's snug. This will develop about a 4- or 5-inch hook on the mast. If more than this, tighten the jumpers. You must realize that a hook is controlled to a very large degree by the jumpers.

Next take up on the lower shrouds until they just start to straighten out the hook of the mast. You'll soon see that if you take up too much, the mast will straighten right up—too little will not affect the hook at all. (*Cont. on p. 126*)

Grebe

Outstanding Yacht of the Year

ANY YEA

FOR THAT PRIDE IN OWNERSHIP AND LASTING SATISFACTION

the Truly Fine Yacht

CUSTOM BUILT

Distinctively Your Own

the Famous "65"

and now

this Superb New

"56"

All the appearance, seaworthiness and comfort—all the refinements of GREBE design and construction are now available in this smaller model. Naturally more modest in price, more economical to operate—its interior accommodations equal those of many a larger craft.

Pioneers — Pace Setters — Standards of Quality

The breath taking beauty of GREBE custom built yachts, their seaworthiness, luxurious individualized interiors, their conveniences and appointments reflect the 40 years of fine boat building that have made the name GREBE synonymous with QUALITY "in a class by themselves" say those who know boats and boating. Characteristic are their wide pleasant decks, spacious staterooms and lounges, ample crew's quarters, tiled baths, modern galleys. They have a good turn of speed, G. M. Diesel power. Year after year these successful flush deck designs have influenced pleasure craft construction—but today more than ever, the one truly fine yacht is a GREBE Your inquiries invited on these or other models

the "65" of '47

"62" of '37

HENRY C. GREBE & CO., INC.

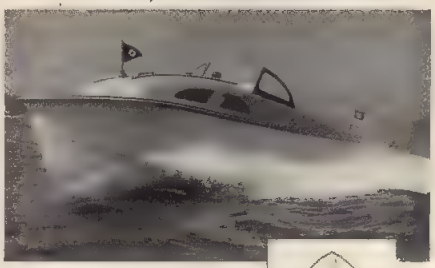
3250 North Washtenaw Ave Chicago 18, Ill.

the "60" of '39

the "71" of '41

....EXPERTLY FINISHED by HINCKLEY

Buy your BB-24′ cruiser already finished and fitted with the best materials and equipment by the skilled craftsmen of the famous Hinckley yards. You'll be proud to own a boat so attractive, so economical, so safe, seaworthy and comfortable.



Commodious Cabin and Cockpit

Careful planning utilizes the cabin space to such excellent advantage that it seems as spacious as many larger boats. The headroom is a generous 6′1″. Two full size berths are built in and two swinging may be added if desired. There is a completely enclosed toilet, ice box opening into both cabin and cockpit, two-burner alcohol stove and galley sink with pump. Much of the trim, both exterior and interior, is of luxurious mahogany.

Lifetime of Economical Upkeep

Because the hull of the BB-24′ is molded of impregnated fiberglas in one seamless, leak-proof piece, permanently colored, it completely eliminates the expense, labor and inconvenience of annual upkeep. It can be stored outdoors in winter without damage. Truly, the BB-24′ cabin cruiser will bring you a lifetime of sea-going enjoyment at an unbelievably low maintenance cost.

For complete details write for illustrated folder.

SPECIFICATIONS

Length	23′9″	Cabin Headroom	6′1″
Beam	8′6″	Power	100 h p
Draft	24″	Speed	approx. 20 M.P.H.

Fuel Capacity 50 gals.

Visit us in Booth C-2 at the New York Boat Show

HENRY R. HINCKLEY & COMPANY

THE LARGEST BUILDERS OF AUXILIARIES
SOUTHWEST HARBOR, MAINE

PRICE
$7985
AT SOUTHWEST HARBOR

TRAILERS FEATURE LATEST DESIGN

Improved design, high quality materials and better manufacturing techniques promise to make the 1952 line of Little Giant boat trailers one of the most popular, according to the manufacturer, Chauvin Industries, Inc.

Several construction features developed by Chauvin are said to give the trailer greater versatility, durability and easier handling. Truck-type channel steel frames are used for greater strength. Cross members in the frames are so located that the keel of the boat can be supported at all strategic points, the firm reports.

Semi-elliptic springs reduce road shock, and rubber mounted shackles eliminate greasing and prevent freezing. The wheels are equipped with high speed Timken roller bearings complete with grease seals.

To facilitate loading and launching of boats, keel rollers and winches are offered by Chauvin as additional accessories for the smaller L.B. and M.B. models. Standard equipment on Little Giant trailers includes lifting handles, beaching skids, securing line hooks, fenders, reflectors and other items.

The 1952 Little Giant line consists of five models designed to transport boats ranging from light rowboats to craft weighing up to 5,000 pounds. For complete information write Chauvin Industries, Inc., 383 Shrewsbury St., Worcester, Mass.

Little Giant boat trailer, model HDB5, of 1-ton capacity

X-CITER SPARK PLUG

The newly designed double-gap X-Citer Spark Plug especially designed for inboard and outboard engines has met enthusiastic response from boat owners and race drivers according to P. D. Jackson, president of Blue Crown Spark Plug Company, Chicago.

The patented double-gap design incorporates a double side electrode. The company states that placing the gap at the end of the center electrode produces a powerful double ionizing effect over the entire sparking area, resulting in a longer, stronger spark for extra power. Also, since all the fuel is burned, no foreign deposits remain, providing greater resistance to oil and carbon fouling. The new plugs are guaranteed to operate several times longer than ordinary plugs under fouling conditions.

Users claim Blue Crown X-Citers work exceptionally well on two-cycle engines and motor boats, giving engines quicker starting, smoother idling, faster acceleration and economy.

For additional information, write direct to Blue Crown Spark Plug Company, 1800 Winnemac Avenue, Chicago 40, Illinois.

TO BUILD STANDARDIZED STEEL CRUISERS

Olson Shipyard, Inc., on the Calumet River in Chicago, plans to go into production of a standardized steel 32-foot cruiser as soon as their new shops have been completed.

Since the war, this company has specialized in steel yachts, both sail and motor, with hulls of any shape. To date the entire output has been on a custom basis.

Much attention has been given to the development of techniques of fabrication, to the end that today their steel hulls, whether round or Vee, are as smooth as wooden boats

ALWAYS IN DEMAND—AT ALL TIMES

BOLO PADDLE SETS

4¾x10¼ in. paddle made of ¼ in. plywood. Natural finish, imprinted, 1⅝ in. red enameled return ball connected to paddle by rubber thread. 1 doz in pkg Shpg wt. 1 lbs
N3976—
For Dozen **85c**

COMET AIRPLANE KIT

Fine construction kits for making flying models of famous planes. 24 to 30 inch wing spans. Adjustable stabilizer. Ample material and instructions included. Assorted 12 types plane to dozen. Shpg. wt. doz., 3 lbs.
E9715—Dozen **$2.00**

AIRPLANE CEMENT

Crescent brand in metal tubes. Dries rapidly and holds firmly.
V6942—Carton (15 tubes) **84c**

READY TO FLY GLIDER—Ross Deluxe model 100% genuine balsa wood. 12 inch wing span. Put it together and fly it. No cutting, no gluing. Bulk packed 3 dozen in carton. Shpg. wt. dozen, ½ lb (Mfrs. 695)
V6943—
Carton (36) **$2.15**

Filipino Twirlers GENUINE GOODY MADE IN U.S.A.

These Yo Yo's are smoothly turned from selected wood and finished in assorted bright colors. All three numbers are genuine "GOODY" twirlers, perfectly balanced and complete with cord. Directions for various tricks included in the 25-cent numbers. All numbers are in decorated counter display carton

10-CENT RETAIL—(Mfrs. 855) Diameter, 1⅝ in. 2 dozen in carton. Shpg. wt carton, 3 lbs.
N3149—Dozen **80c**

15-CENT RETAIL—(Mfrs. 771) Diameter, 2¼ in. 1 dozen in carton. Shpg. wt., 1½ lbs
N3115—
Dozen **$1.20**

25-CENT RETAIL—(Mfrs. 998), Diameter, 2¾ in. Assorted bright metallic finishes with crystal glass stone set in 2 sides. Special cane axle to balance and performance. 1 dozen in carton. Shpg. wt. 3¾ lbs.
N3146—Dozen **$2.10**

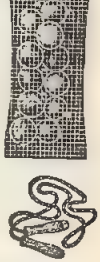
YO-YO CORD—Genuine Egyptian fibre. Packed 3 cords in envelope. Shpg. wt. dozen envelopes, 3 oz.
N3190—Dozen Envelopes (36 cords) **40c**

GAME OF JACKS TO RETAIL FOR 10c

MOUNTED ON CARD

Well known favorite sidewalk game. Consists of a 1¼ inch diameter, red sponge rubber ball and 10 regulation size, bright metal jacks put up on an illustrated display card. Come packed 3 dozen complete games in a carton. Cartons not broken. Shpg wt. 5 lbs.
N6714—Carton (24) **$1.60**

GLASS ONYX MARBLES



These are the perfectly rounded, brightly colored marbles that boys want. Instead of being packed in net mesh bag they will come in transparent plastic bags

5-CENT BAG

Contains 26 marbles. Shpg. wt. dozen bags, 4½ lbs.
N6711—
Dozen Bags **42c**

10-CENT BAG

Contains 50 marbles. Shpg. wt. dozen bags, 9 lbs.
N6712—
Dozen Bags **80c**

JUMP ROPES

Braided red and white cord ropes with colored wood handles. Length, 8 ft. 2 dozen in bundle. Shpg. wt. dozen, 2 lbs. (Mfrs. 6).
V6944—Dozen **80c**
Per Gross **$9.40**

PECKING BIRD

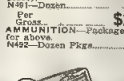
Hops around pecking at the ground. Decorated metal body with fabric tail. Long running wind-up spring motor. Individually boxed. Height 1½ inches. Shpg wt. dozen, 1 lb (Mfrs 3991.)
N8785—Dozen **$1.25**

HI-FLIER 2-STICK KITE

39x34 inch kite in the conventional kite shape. Comes assorted bright color designs to bundle of 1 dozen. Shpg. wt. dozen, 2½ lbs.
N9162—
Dozen **85c**

HI-FLIER 3-STICK KITE

A six sided kite that catches a lot of wind and climbs right among the clouds. 27x39 inch size. Assorted designs to bundle of 2 dozen. Shpg. wt. dozen, 1¼ lbs.
N9970—
Dozen **85c**



BEAN BLOWER

12 inch, straight plastic tube in assorted colors. (No mouth piece).
N491—Dozen **25c**
Per Gross **$2.65**
AMMUNITION—Packaged beans for above.
N492—Dozen Pkgs **40c**

KINGSTON DELUXE

Famous, solid steel, "TEAR GUARANTEE" wheels have double row bearings 16 bearings in each wheel. Heavy duty steel frame with dust channel double extension bar. Nickel finish over copper plate. Genuine leather ankle strap, high form fitting heel backs for comfort fit. Positive lock toe clips. Chassis is mounted on five rubber cushions in extra heavy gauge steel trucks or axle supports. For boys and girls up into the teen age bracket. Shpg wt pair 6 lbs. (Mfrs. 110).
N6932—Pair ..... **$3.75** Doz. Pair **$42.00**

KITE CORD

More strength (heavy 4-ply) and less weight for higher flying. Guaranteed strong enough to fly four Hi-Flier kites on one cord. Comes 350 ft. in a ball, 1 dozen banded balls in carton. Shpg. wt. carton, 1½ lbs.
2706—
Carton **80c**

BUDDY SKATE

Plain bearing juvenile roller skate. Nickel plated finish. Red leather toe and heel straps. Wing nut extension for adjusting length. For 8 to 6 year old beginners. Shpg. wt. pair, 2 lbs (Mfrs. 650)
N6931—Pair ..... **$1.20** Doz. Pair **$13.50**

money with dots

. . . more ways to coin

. . . there's only one thing more huggable and lovable than a Hol-le toy . . . and that's a whole armful of Hol-le toys! Here are three more stars in the famous Hol-le collection . . . our roguish, sprawly poodle, and famous pony and elephant, with built-in rockers. Done in the Hol-le manner, which means the highest standard of craftsmanship in the industry. In a new, texture interest shirred plastic, red coin dots on white. To retail approximately $3.00 each.

Poodle #30 17 D
Elephant #30 10 D
Pony #30 5 D

Hol-le Pon[illegible]
U. S. Design [illegible]

Hol-le toys

SHOWROOM
200 Fifth Ave., New York 10, N. Y.

FACTORY
148-150 Post Ave., New York 34, N. Y.
Division of Riverdale Toy Manufacturing Co.

that they couldn't take all work that has been offered to them at that time. Numerous yards report that inquiries on new building still are flowing in. These prospective owners have one eye on their boat plans and the other on the world situation, particularly the Korean war, the builders say. A Korean peace will prompt many to go ahead in ordering both custom and stock craft, builders and dealers predict.

Down at the Mt. Desert Island Yacht Yard, two more of the 30-foot, revolutionary-designed sloops are being built. They are known as the Controversy 30. The original pilot model, named Controversy, has been sold by the yard to Dr. F. C. Grant, Philadelphia and Mt. Desert Island. Although designed for comfortable cruising for four, the Controversy proved herself a good sailing machine at her initial appearance in the 120-mile Monhegan Island Yacht Race in Maine last year. She's a beautiful, streamlined craft, which appears like she could be converted into an ultra-modern cruiser if her spars were removed.

The big, streamlined sport fishermen for Allison Laythan, Paterson, New Jersey, is getting the finishing touches at the Camden Shipbuilding Company, Camden. This 60½-foot craft looks more like a streamlined yacht than a sword fisherman. She's built extensively of mahogany and has a sleek deckhouse. There are dual controls, both on the flying bridge and in the deckhouse There are accommodations aft: for the crew of four forward, with a large galley and Shipmate gas range. Owners' stateroom is aft. She'll have all the modern navigational equipment, and radio telephone and fathometer.

Bunker & Ellis Boat Yard, Mt. Desert Island, has added another section to their boathouse, miles from the waterfront, to build a 39-foot cabin boat for Thomas Falvey, New York. They also will build a 35-foot motor yacht for Thomas Gates, New York and Mt. Desert Island. Neither Raymond Bunker nor Ralph Ellis build boats during the Summer, only in the Winter. Bunker was Gates' yachting captain, and Ellis went seining.

Henry R. Hinckley & Company, Southwest Harbor, is building more of his Sou'Westers, auxiliary sailing yachts, and Roustabouts, 24-foot inboard boats. The yard did the interior work on a 24-foot BB impregnated Fibreglas boat from the Beetle Boat Company, New Bedford, Massachusetts. Her power is a 110 h.p. Gray. She was equipped with water and gas tanks, a refrigerator which can be reached from cabin or cockpit, monel sink and pump, two cockpit seats, windshield, lights and four bunk berths. Like most Maine yards, Hinckley has twice the storage business this year

Another 24-foot cruiser is being built by the Penobscot Boat Works, Rockport, for Dr. Roger N. Ryley, Mystic, Connecticut. She'll be powered by a 50 h.p. Lathrop engine, sleep four and be equipped for tuna fishing off Montauk Point, Long Island. She'll carry a steadying rig, with sails built in England. Her delivery date is May. The yard also is constructing a similar craft for Eric Sexton, New Canaan, Connecticut, and Camden, and a fishing boat for A. H. Chatfield, Jr., Rockport and Naples, Florida, an official of the Maine Yacht Racing Association. Sexton's boat, an adaptation of the firm's stock cruiser, will have a raised deck accommodation cabin, fitted with enclosed toilet and berths for two, a complete galley and, in the deckhouse, a third folding berth. Power will be a 105 h.p. Chris-Craft engine with 2 to 1 reduction gears

A 36½-foot sport fisherman has been completed by Linwood Bibber, Harpswell boat builder, for Dr J. Kenneth Coffin Lewiston She has a cabin with two berths, bath and galley. She's planked with native cedar and Everdur-fastened.

William Frost, South Portland boat builder, is constructing a twin-screw, 38-foot cruiser for Dr. Louis Farley, Portland, and has finished plans for a 45-foot, diesel-powered cruiser. On the drawing boards is a rough draft of a 24-foot sport craft for a Rhode Island man, whose father had a boat built by Frost in 1931 when he was located at Jonesport.

SANDERS R. JOHNSON

Shoot the Works for "BANG-UP" Profits in 1952

Hubley metal cap pistols are the fastest selling items in the toy line. Each is an authentically styled copy of the original. They have real kiddie appeal. No youngster can resist them! They're "keen".

Let us have your order now so that we can still deliver without delay.

THE
HUBLEY*
MANUFACTURING COMPANY
Lancaster, Pennsylvania

**Makers of America's most popular kiddie toys and repeating cap pistols.*

RIDING TOYS AND TRUCKS

RIDING TRACTOR

All metal tractor, hand propelled with foot steering device. Has fenders, rubber tires. Baked enamel finish. 22" long, 12" wide, 19" high. One in carton.

No. 55042 — Mfr. No. 700
TRU-MATIC TOY CO

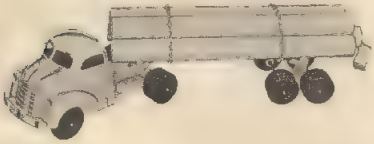
Dealer Price ..... Y76-53 T
Suggested Retail Price ..... $9.95 ea.
Inv. ..... Pur .....

DUMP TRUCK

Has metal cab and chassis with green finish. Dump body is plastic with swinging tail gate. Lever at side dumps. Has rubber wheels. 8½" long. Packed 12 per carton.

No. 55047—Mfr. No. 475
HUBLEY MANUFACTURING CO.

Dealer Price ..... H9-65 M
Suggested Retail Price ..... $ .98 ea.
Inv. ..... Pur. .....



METAL LOG TRUCK

Bright metal construction. Trailer carries 5 smooth logs 12" long, held on by chains. Rubber wheels independently mounted. 18" long. Six per carton.

No. 55045★— Mfr. No. 505
HUBLEY MANUFACTURING CO.

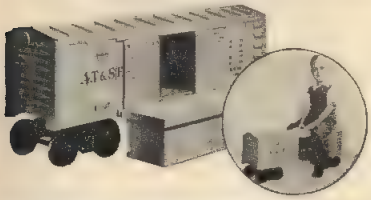
Dealer Price ..... D42-60 L
Suggested Retail Price ..... $3.95 ea
Inv. ..... Pur .....

PLASTIC LOG TRUCK

Cab lifts off to show V-8 engine. Trailer is easily unhitched and carries 12 smooth logs held on with chains. Rubber wheels, independent suspension. 12¼" long. 12 per carton.

No. 55046 — Mfr. No. 356
HUBLEY MANUFACTURING CO.

Dealer Price ..... V8-97 H
Suggested Retail Price ..... $1.49 ea.
Inv. ..... Pur .....



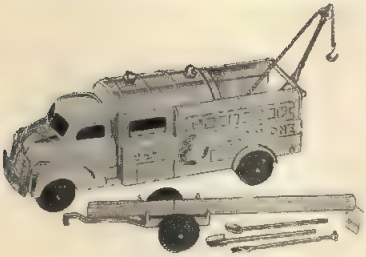
FREIGHT CAR

Extra large, realistic metal freight car. Sliding doors open so toys can be stored inside. Hard rubber trucks will not mar floors. Complete with loading platform and ramp. 33" long, 8¼" wide, 18" high. One in carton.

No. 55006 — Mfr. No. 711
SMITH-MILLER, INC.

Dealer Price ..... W322-80 N
Suggested Retail Price ..... $34.95 ea.
Inv. ..... Pur. .....

CONSTRUCTION TOYS



TELEPHONE TRUCK

Made of metal with removable boom. Crank raises and lowers hook. Truck top slides back. Has ladder, digging tools and pole trailer. 12½" long. Six in carton.

No. 55050★— Mfr. No. 504

HUBLEY MANUFACTURING CO.

Dealer Price _____ F82-60 J
Suggested Retail Price _____ $3.95 ea.
Inv. _____ Pur. _____

BELL TELEPHONE TRUCK

Olive green with aluminum trimming. Equipped with red trailer and telephone pole, nickel winch and boom, three digging tools. Rubber tires. Length of truck, 10½". Packed one in a box, one dozen to a carton.

No. 55051—Mfr. No. 482

HUBLEY MFG. CO.

Dealer Price _____ B21-10 G
Suggested Retail Price _____ $1.69 ea.
Inv. _____ Pur. _____

ROAD ROLLER

Green plastic body, wooden wheels and roller. Accurately detailed after the real thing down to the small rivets. 5¾" long. Thirty-six per carton.

No. 55052 — Mfr. No. 315

HUBLEY MANUFACTURING CO.

Dealer Price _____ X1-26 S
Suggested Retail Price _____ $ .39 ea.
Inv. _____ Pur. _____

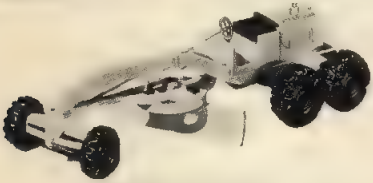
ROAD SCRAPER

Accurately detailed yellow plastic body. Rubber wheels. Aluminum finished scraper bar can be adjusted over a 90 degree angle. 6¼" long. Thirty-six per carton.

No. 55054 — Mfr. No. 316

HUBLEY MANUFACTURING CO.

Dealer Price _____ P8-26 Y
Suggested Retail Price _____ $ .39 ea.
Inv. _____ Pur. _____



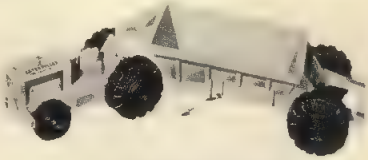
CATERPILLAR SCRAPER

Made of tough Styron plastic with metal axles, levers, etc. Blade rotates full 360° circle. Front wheels turn. A scale miniature. 12" long, 3" high, 3½" wide. 24 per carton.

No. 55056★— Mfr. No. 2552

PRECISION SPECIALTIES, INC.

Dealer Price _____ S9-65 K
Suggested Retail Price _____ $ .98 ea.
Inv. _____ Pur. _____



CATERPILLAR WAGON

Tractor is detachable. Lever at side drops bottom of hopper, releasing load. Scale model of plastic, with metal moving parts. Approximately 12" long, 3½" wide, 3" high. Twenty-four per carton.

No. 55057★— Mfr. No. 2553

PRECISION SPECIALTIES, INC.

Dealer Price _____ F2-65 V
Suggested Retail Price _____ $ .98 ea.
Inv. _____ Pur. _____

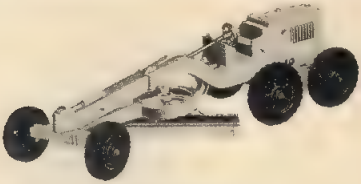
CONSTRUCTION TOYS

CATERPILLAR GRADER

Lever on side of body controls scraping, hauling and unloading action. Tractor is detachable. Scale built and actually works. Plastic construction. 12" long, 3½" wide, 3" high. Twenty-four in carton.

No. 55058★—Mfr. No. 2554
PRECISION SPECIALTIES, INC.

Dealer Price _____ N7-65 A
Suggested Retail Price _____ $ .98 ea.
Inv _____ Pur. _____



ROAD SCRAPER

Yellow with aluminum trim, nickel scraper. Front wheels operated by steering wheel. Metal with rubber wheels. 10¾" long. One per box, 12 per carton.

No. 55059★—Mfr. No. 481
HUBLEY MANUFACTURING CO.

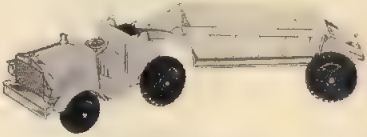
Dealer Price _____ A91-10 K
Suggested Retail Price _____ $1.69 ea.
Inv. _____ Pur _____

ROAD ROLLER

Made of heavy metal, orange finish. Solid metal wheels. Front roller steers by lever in driver's compartment. Accurately detailed. 10" long. Twelve in carton.

No. 55060 — Mfr. No. 480
HUBLEY MANUFACTURING CO.

Dealer Price _____ U71-10 C
Suggested Retail Price _____ $1.69 ea.
Inv. _____ Pur. _____



EARTH MOVER

Yellow and red plastic combination body can be unhitched. Lever at rear opens bottom boards, emptying load. 14" long. Twelve per carton.

No. 55062★—Mfr. No. 354
HUBLEY MANUFACTURING CO

Dealer Price _____ A4-97 R
Suggested Retail Price _____ $1.69 ea.
Inv. _____ Pur. _____

TOURNAHOPPER

Clamshell type dump gate permits body to empty clean. Spring loaded lever hatch mechanism operates dump gate. Heavy gauge steel, rubber tires. Authentic miniature 22½" x 5¾" x 6½". Six in carton

No. 55063★—Mfr. No. 1500
NY-LINT TOOL & MANUFACTURING CO.

Dealer Price _____ E65-20 S
Suggested Retail Price _____ $7.95 ea.
Inv. _____ Pur. _____

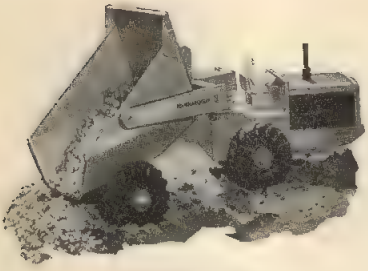
PAYLOADER

Loaded bucket raised to any height by crank and catch is tripped to dump load. Front wheels are steerable. Heavy gauge steel, rubber wheels. 18" long, 7" wide, 7⅝" high. Six per carton.

No. 55064★—Mfr. No. 1600
NY-LINT TOOL & MANUFACTURING CO.

Dealer Price _____ X35-20 T
Suggested Retail Price _____ $7.95 ea.
Inv _____ Pur. _____

CONSTRUCTION TOYS



TOURNAROCKER

A strong steel toy with a lot of action. Has hoist on rear dump hopper and two-way pivot on connection pin. An exact miniature. Rubber wheels. 18" long, 5½" wide, 6½" high Six in carton.

No. 55071 — Mfr. No. 1300
NY-LINT TOOL & MFG. CO.

Dealer Price ..... Q94-54 W
Suggested Retail Price ..... $6.95 ea.
Inv ..... **Pur** .....

ROAD BUILDING SET

Boxed set contains 6½" road scraper, 6" road roller, 9¾" flat bottom trailer, 6¾" tractor. All are made of plastic and have rubber wheels, except roller. Well detailed and colorful.

No. 55072★— Mfr. No. 60
HUBLEY MANUFACTURING CO.

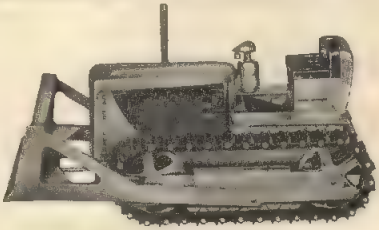
Dealer Price ..... H71-30 U
Suggested Retail Price ..... $1 98 ea
Inv ..... **Pur** .....

ROAD GRADER

Rugged metal construction with 6 rubber wheels. Floating tandem rear wheels. Scraper blade rotates, raises, lowers, tilts. 18" long, 7" wide, 7½" high. Six per carton.

No. 55074★— Mfr. No. 300
STRUCTO MANUFACTURING CO.

Dealer Price ..... M73-32 C
Suggested Retail Price ..... $4 95 ea
Inv ..... **Pur** .....

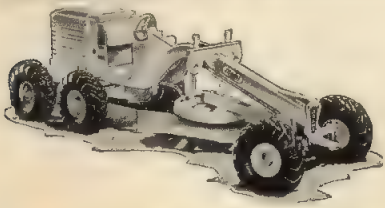


BULLDOZER CATERPILLAR

Built to look and work just like the real machine. Scraper adjusts from driver's seat and treads operate independently. Draw bar for towing other models.

No. 55077★— Mfr. No. 2012
CHARLES WM. DOEPKE MFG. CO.

Dealer Price ..... G58-44 J
Suggested Retail Price ..... $12.95 ea.
Inv ..... **Pur** .....



ROAD GRADER

Authorized reproduction of Adams Diesel Road Grader. Wheels, axles and scraper blade fully adjustable. All steel. Famous make rubber tires. Overall length 26".

No. 55083★—Mfr. No. 2006
CHARLES WM. DOEPKE MFG. CO.

Dealer Price ..... B69-09 Z
Suggested Retail Price ..... $13.95 ea.
Inv ..... **Pur** .....

No. 352 MOTOR EXPRESS

12½ inches long. Metal. Cab lifts off to expose authentic V-8 engine. Sliding doors at sides and hinged doors at rear. Dolly wheels raise and lower and lock in place. Sells on sight.

a payload of *fun* for the kiddies

• • •

a payload of *profit* for YOU!

No. 353 PLASTIC MOTOR TRANSPORT

13½ inches long. Cab lifts, revealing detailed V-8 engine. Realistic Cadillacs can be driven off and on via ramp that stows under trailer.

No. 352 PLASTIC EARTH MOVER

14 inches long. Dump body can be unhitched. Lever at rear opens dump doors. Moves off your shelves—fast.

THE **HUBLEY** MANUFACTURING COMPANY

Lancaster, Pennsylvania

JOHN F. McCONNER in charge of **NEW YORK SHOWROOM**—316-318, 200 Fifth Ave.
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LEO A. SCHERRER, 2840 W. 93rd St., Seattle 7, Wash.
WELCOME G. YOUNG & SON, 99 Chauncy St., Boston, Mass.
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FAIRFORM FLYER

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Until and unless our facilities are fully needed for defense production, and so long as we have or can legitimately obtain materials, we shall continue to build the Fairform Flyer for those adhering to the philosophy of

LIVE WHILE YOU LIVE

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The diesel-driven *Offshore 48*, World's fastest Motor Yacht. One of twenty-four standard twin screw models, in lengths 34, 40, 45, 47, 48, 52 and 58, each a *Symbol of Yacht Perfection*

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Roosevelt Highway and Ortega River

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SIGHTS–SCOPES–CUTTS COMP

Lyman Challenger. [illegible] power scope especially [illegible] commended for long [illegible] Retail [illegible]

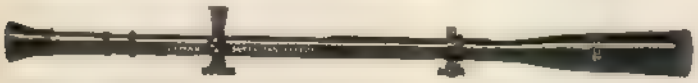
No. 22R102/1. Cross wire [illegible] Each **60.50**

No. 22R102/2. Tapered post and cross wire. Each **60.50**

Lyman Alaskan. [illegible] power all weather scope [illegible]

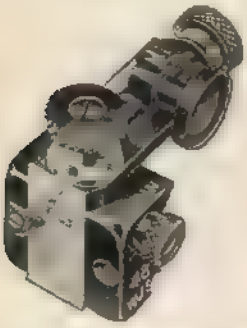
No. 22R101/1. Cross wire [illegible] Each **44.58**

No. 22R101/2. Tapered post and cross wire. Each **44.58**



Lyman Super Targetspot. Fine quality target scope designed for exacting [illegible] improvement in scope manufacture has been com[illegible] made to give maximum light-gathering power for [illegible] and extremely fine and accurate adjustments for top [illegible] Retail 98.50.

No. 22R103. [illegible] **66.20**



Lyman 48 Sights. [illegible] designed [illegible] quick slide [illegible] adjustments for hunting [illegible] and model when ordering. Retail [illegible]

No. 22R106/1. Lyman No. WJS. Win. 54, 70. Item 7[illegible], 722. Each **8.17**

No. 22R106/2. Lyman No. 48C. Springfield M1, M2, 22 cal., [illegible] cal. Each **8.17**

Lyman 57 Sights. Popular price pr[illegible] receiver sights [illegible] for both elevation and [illegible] Available with [illegible] and model when ordering. [illegible] 7.10.

No. 22R107/1. Lyman No. 57 SME. [illegible] models. Each **4.57**

No. 22R107/2. Lyman No. 57 WJS. Winchester [illegible] Remington [illegible] 722. Each **4.57**

No. 22R107/3. Lyman No. 57 SA. Savage [illegible] Each **4.57**

Lyman Front Sights. Ivory bead hunting front sights [illegible]

No. 22R111/CA. Lyman No. [illegible] Height [illegible] Used on new model 94 w/open sights, 64, 43. Per dozen **9.80**

No. 22R112/CF. Lyman No. 3CF. Height .290, width 17/32. Used on Winchester: 86, 90, 03, 53, 55. Savage: 29. Per dozen **9.80**

No. 22R111/FA. Lyman No. [illegible] width 11/32. Used on Winchester [illegible] Lyman [illegible] for Mauser Jap. Per dozen **9.80**

No. 22R112/FF. Lyman No. 3FF. Height .330, width 17/32. Used on Winchester: 05, 60, 61, 62, 63, 67, 74; Remington: 8, 81, 12, 121, 33, 34, 341A, 41A. Savage: 40, 45. Per dozen **9.80**

No. 22R111/HA. Lyman No. 31HA. Height 360, width 11/32. Used on Winchester: 52 Sporter, 52 Standard, [illegible] model, 65, 75 Sporter, 92 new [illegible] Receiver Sight. Per dozen **9.80**

No. 22R112/HF. Lyman No. [illegible] Used on: Winchester [illegible] model [illegible] Per dozen **9.80**

Lyman Cutts Compensator. Shotgun Comps are supplied in a set consisting of the Comp, one pattern control tube, wrench and metal head front sight. Additional tubes to give various choke features will be supplied if desired. Attached to the shotgun, recoil and climb are not only greatly reduced, but a positive pattern control condition results, giving a wide range of uniform, dense and consistent patterns, never heretofore available. The uniformity of patterns given by the pattern control tubes is achieved by the elimination of "breaks" or "blows" in the shot patterns. Available in 12, 16 and 20 gauge steel Comps with spreader tube. Retail 14.8

No. 22R221. 12 gauge. Each **9.71**

No. 22R222. Full choke tube for above. Each **1.93**

No. 22R223. Modified tube for above. Each **1.93**

No. 22R224. 16 gauge. Each **9.71**

No. 22R225. Full choke tube for above. Each **1.93**

No. 22R226. Modified tube for above. Each **1.93**

No. 22R227. 20 gauge. Each **9.71**

No. 22R228. Full choke tube for above. Each **1.93**

No. 22R229. Modified tube for above. Each **1.93**

WEAVER SCOPE MOUNTS

Detachable mount, top or side, complete. Retail 9.75. Each **6.50**

Detachable top mount rings. Retail [illegible]. Per pair **5.90**

Detachable side mount brackets. Retail 9.00. Each **5.90**

Top mount bases. Retail [illegible] Per pair ..... **.60**

Side mount bases. Retail 1.5[illegible] Each ..... **.60**

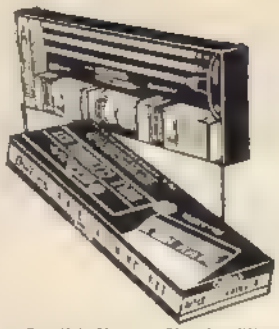
U mount (top or side). Retail [illegible] Each **4.10**

Q mount (top or side). Retail 5.75. Each **3.80**

N mount. Retail 2.00. Each **1.35**

Specify make and model of rifle when ordering bases. Specify diameter of scope (¾", ⅞" or 1") when ordering mounts.

HUNTING ACCESSORIES



Gunslick Rifle Cleaning Kit. Sturdy steel kit containing cleaning rod, Gunslick, nitro powder solvent, 3 bronze bristle brushes, cleaning patches. Retail 2.75.

No. 22R47/1. 22 cal
Per doz. **19.80**

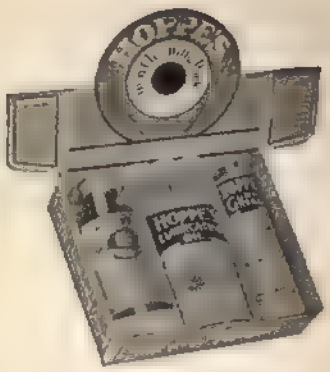
No. 22R47/2. 3[illegible] ga
Per doz. **19.80**

Gunslick Shotgun Cleaning Kit. Steel kit containing cleaning rod, Gunslick, solvent, [illegible] bristle brush, gun oil, cleaning patches. Retail 2.95

No. 22R48/1. 12 ga Per dozen.. ..... **21.24**
No. 22R48/2. 16 ga Per dozen.. ..... **21.24**
No. 22R48/3. 20 ga Per dozen..... **21.24**
No. 22R48/4. [illegible] ga Per dozen **21.24**

Hoppe's Lubricating Oil. Light, pure, acid free, penetrating oil refined especially for firearms mechanisms. Highest viscosity. Will not gum or become rancid. Good for fishing reels and all light machinery. Packed in attractive 3-color display carton containing 1 doz., 3 oz. spout cans. No less sold.

No. 22R41.
Per dozen..**2.16**



Hoppe's Gun Cleaning Pack. Complete gun care kit containing full size patches of solvent oil and gun grease, as well as a supply of patches. Contents assure full and effective gun care and protection.

No. 22R44. Per dozen **7.84**

Hoppe's Nitro Powder Solvent No. 9. [illegible] powder solvent. Dissolves powder residue, lead and fouling thoroughly and safely. Effective preventive of gun rust. Packed in attractive 4-[illegible] containing 12 [illegible] bottles. No less sold.

No. 22R42. Per dozen **2.96**

Hoppe's Gun Cleaning Patches. Handy patches for applying solvent. Ready cut from new, cotton flannel to correctly fit the various caliber or gauge of gun bores. Available in round shape and in the following sizes. Please specify size when ordering.

Size	Caliber	No. in Carton
1	.22 to .270	100
3	.270 to 3[illegible]	100
4	.35 to 45; [illegible]	75
[illegible]	10 to 20	75
5	16 to 12	50

Packed 1 doz. to carton. No less sold.

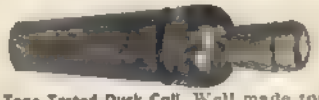
No. 22R43. Per dozen . **2.50**

Sheridan "Targetrap". Compact target holder back with [illegible] splash baffle. Handy as [illegible] for [illegible] pneumatic rifle or pistol owner. Made also to be used with 22 [illegible] and [illegible] portable. Has wall hanger and flat base for placing anywhere indoors or out. Weight 8½ lbs.

No. 22R31 Each **5.88**

Silicote Gun & Tool Cloth. Silicone impregnated cloth for [illegible] and [illegible] all surfaces. Prevents fingerprints, salt air, salt water corrosion and rust by leaving an impervious film. Water repellent and soft paste to all surfaces. Retail .89

No. 22R46. Per dozen . ..**6.28**



Duc-Em Tone Tested Duck Call. Well made tone tested call of genuine black walnut in natural finish. Hand shaped Red Cedar sounding mechanism. Locked-in reed of phosphor bronze, producing a call that is easy to blow, will not stick or give false [illegible] and gives great [illegible]

No. 22R32. Per dozen.....**14.12**
Each **1.30**

Duc-Em Crow Call. Made of genuine black walnut in natural finish. Fitted with plastic sounding mechanism and tempered rubber reed. Produces a fine natural sounding crow call. Retail 2.00

No. 22R33. Per dozen.....**14.12**
Each **1.30**

Carry-Lite Decoy. Complete water proof molded pulp decoy, light in weight and well balanced. Made with "Dura-Beak", a new double tough bill. Available in green head mallard only. Packed 12 to a carton, 6 drakes and 6 hens. No less sold. Retail 18.00 per dozen.

No. 22R19. Per dozen.....**11.40**

Decks Duck Decoy. Self inflating, [illegible] can be folded into small bundle. Made of [illegible] natural latex rubber [illegible] rupture. Lifelike in size and [illegible]. Available in [illegible] six decks are [illegible]. No less sold. Retail [illegible]

No. 22R20. Per dozen **11.97**

Pachmayr Field Model Recoil Pad. Made of Neoprene rubber; not affected by solvents, oil, water, temperature. Designed for shotguns and large caliber rifles to reduce recoil as well as provide a non-slip surface against the shoulder. Color, brown. Available in sizes large or small. [illegible] box. Packed one dozen. Retail 1.35

No. 22R25 S.
(5") Each **1.91**

No. 22R25 L
(5½") Each.....**1.91**

Pachmayr Lightweight Deluxe Recoil Pad. Thin, streamlined, Neoprene rubber pad, for trim appearance and excellent recoil absorption. Brown. Large size only (5½") Each in box. Retail 2.50

No. 22R26.
Each **1.47**

Red Head Rubber Recoil Pad. Good quality pad, with red rubber body and black base. Each in box.

No. 22R10/1. (5").
Per dozen **9.88**

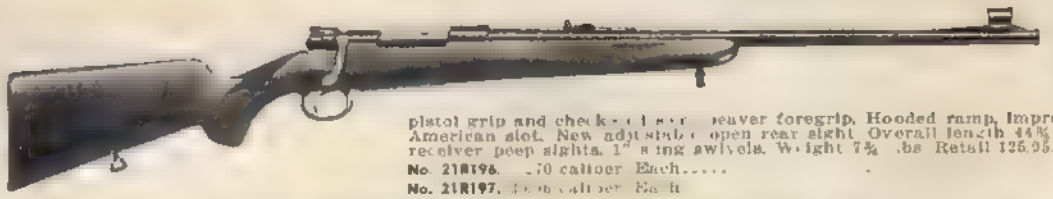
No. 22R10/2. (5½")
Per dozen **9.88**

Red Head Stretch-on Recoil Pad. A removal [illegible] pad that cushions by means of air trapped in circular cells against the butt of the gun. Light walnut color. Packed one dozen.

No. 22R11/2. (5½")
Per dozen . **11.30**

No. 22R11/3. (5½").
Per dozen **11.30**

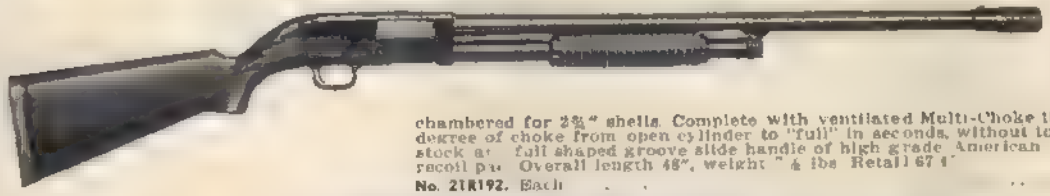
HUSQVARNA RIFLE • NOBLE SHOTGUN • NOBLE RIFLE



Hi-Power Rifle. Precision made rifle, manufactured by Husqvarna, Vapenfabrik, Sweden, producers of fine firearms for almost 300 years. Excellent Swedish steel, 23¾" round, tapered barrel, Mauser type 5-shot bolt. Artic Beech walnut finished stock with checkered pistol grip and check-[illegible] weaver foregrip. Hooded ramp. Improved gold post front sight, standard American slot. New adjustable open rear sight. Overall length 44¾". Drilled and tapped for standard receiver peep sights. 1" sling swivels. Weight 7¾ lbs. Retail 125.95.

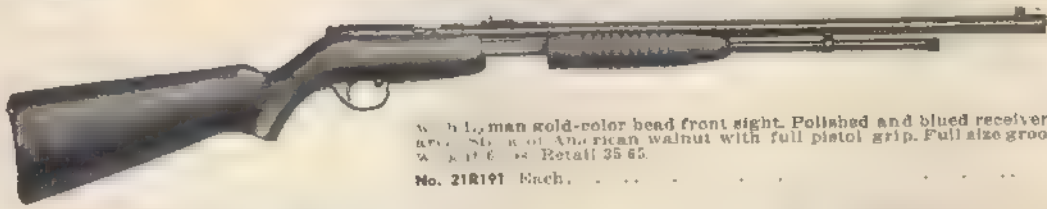
No. 21R196. .30 caliber Each..... 94.46

No. 21R197. [illegible] caliber Each..... 94.46



Noble Model 40 Slide Action Twelve-Gauge Hammerless Shotgun. 6-shot capacity shotgun with wooden parts, furnished solid steel frame assures trouble-free alignment of all working parts. Handy action release. Automatic side ejection. 28" barrel of proof-tested steel, chambered for 2¾" shells. Complete with ventilated Multi-Choke that reduces re-coil and provides any degree of choke from open cylinder to "full" in seconds, without tools or extra choke tubes. Pistol grip stock and full shaped groove slide handle of high grade American walnut. "No-Shoc" resilient rubber recoil pad. Overall length 48", weight 7¼ lbs. Retail 67.1[illegible]

No. 21R192. Each..... 49.58



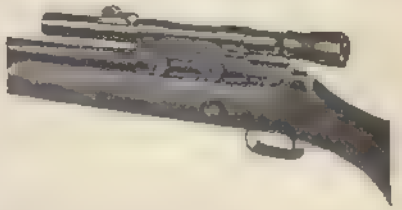
Noble Model 33 Slide Action .22 Caliber Repeating Rifle. Hammerless [illegible] feeding mechanism. Tubular capacity with 21 short, 17 long, and 15 long rifle .22 caliber cartridges. Special selected steel barrel, 24" long. Adjustable supporting rear sight with hammer gold-color bead front sight. Polished and blued receiver of selected steel, with large locking arm. Stock of American walnut with full pistol grip. Full size groove slide handle. Length overall 41¾", weight 6 lbs. Retail 35.65.

No. 21R191. Each..... 28.50

WEAVER SCOPES ~ RED HEAD GUN CASES

Weaver G-4 Scope. 4 power scope developed especially for .22 caliber rim fire rifles. Features an achromatic lens system, accurate guaranteed windage and elevation adjustments with friction lock. Clear sharp crosshairs. Equipped with type N mount. Retail 9.7[illegible]

No. 22R21. Each..... 6.66



Weaver J 2.5 Scope. 2½ power scope for use on all rifles, heavy and light, for all kinds of shooting. Features a fully corrected optical system with achromatic lenses, large brilliant field of view; long eye relief for use on big game rifles with heavy recoil. Internal windage and elevation adjustments of guaranteed accuracy; clear, sharp crosshairs. Retail 22.50.

No. 22R22. Each..... 14.70

Weaver KV Scope. Variable power scope that fits virtually every hunting need. Features 2½ power for bushy and woody country and general shooting and an immediate change to 5 power for long cross-canyon shots. Extra large objective coated lens gives sharp definition with brilliant illumination. Built for rough hunting use, no loose joints, sealed against moisture. Retail 57.50.

22R28. Each..... 36.66

Weaver K-2.5 Scope. 2½ power scope with wide field of view and brilliant illumination. Special hard coated lenses increase light transmission 80%. Available with standard crosshair reticule, recommended for all kinds of shooting. Universal focus with adjustment to users vision. Internal windage and elevation graduated. Retail 37.50.

No. 22R23. Each..... 23.92

Weaver K4 Scope. (4 power lens) Retail 45.00.

No. 22R24. Each..... 28.67

Weaver K6 Scope. (6 power lens). Retail 48.50

No. 22R27. Each..... 30.88

Weaver K8 Scope. (8 power lens) Retail 59.50

No. 22R29. Each..... 37.94

Weaver K10 Scope. (10 power lens). Retail 59.50

No. 22R30. Each..... 37.94

Rifle Sling. Military style sling, cut from the finest full grain leather, 1¼ inches wide. Oiled. Each in box.

No. 22R7. Per dozen..... 21.16

Red Head Canvas Gun Cover. Full length, waterproof cover. Brown rubberized suede outside with heavy fleece lining. Tie tape closure. Large size.

No. 22R9. Per dozen..... 11.30

Red Head De Luxe Full Zipper Cover. Made of the highest quality tan vinyl plastic, with top grain leather handles and reinforcements. Extra heavy pile fleece lining. Full length lock type zipper. Each in box.

No. 22R8.48. For shotgun with 28 inch barrel [illegible] 7.67

No. 22R8.50. For shotgun with 30 inch barrel [illegible] 7.67

No. 22R8.44. For rifles and small bolt action shotguns 24 inches or less, each 7.67

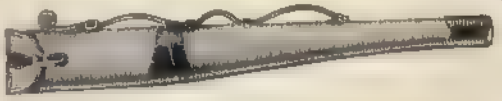
Red Head De Luxe Leather Grain Case. Custom made case of heavy full grain russet strap leather. Oiled to a beautiful walnut shade. Molded so gun will fit perfectly. Green suede cloth lining, extra large billets with heavy brass hardware and flanged cap. Rod pocket and leather tab protection on barrel stock divider. Leather return sling and handle. Attractive white stitching and hand tooling. Wide flare billets at handles. Available in 28 inch and 30 inch lengths for double barrel and automatic shot guns.

No. 22R12/28. (Double) Each..... 17.35

No. 22R13/30. (Double) Each..... 17.35

No. 22R14/28. (Automatic) Each..... 18.22

No. 22R14/30. (Automatic) Each..... 18.22



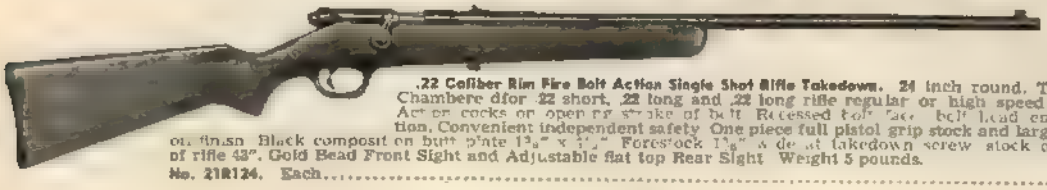
Red Head Canvas Gun Cover. Full length, waterproof cover made of heavy olive drab twill rubberized to tan flannel lining. Heavy mahogany full grain leather reinforcement. Canvas bound. Combination sling handle. Molded cap end. Available in 44", 48" and 50" lengths.

No. 22R12/44. Each..... 2.96

No. 22R12/48. Each..... 2.96

No. 22R12/50. Each..... 2.96

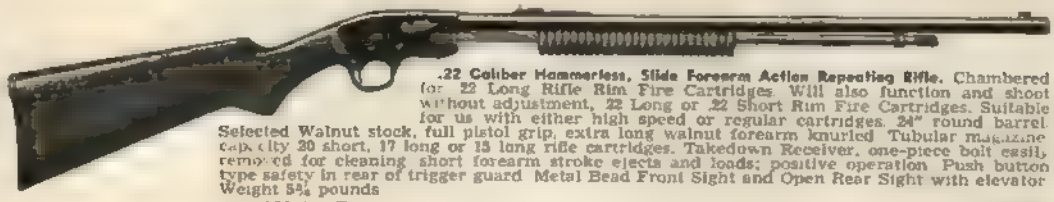
SAVAGE RIFLES AND SHOTGUNS



MODEL 3

.22 Caliber Rim Fire Bolt Action Single Shot Rifle Takedown. 24 inch round, Tapered barrel with crowned muzzle. Chambered for .22 short, .22 long and .22 long rifle regular or high speed cartridges. Plated bolt and trigger. Action cocks on opening stroke of bolt. Recessed bolt face, bolt head encased, positive extraction and ejection. Convenient independent safety. One piece full pistol grip stock and large, broad forestock of selected walnut, oil finish. Black composit on butt plate 1⅜" x 3½". Forestock 1⅞" x de at takedown screw, stock over-all length 28¼". Over-all length of rifle 43". Gold Bead Front Sight and Adjustable flat top Rear Sight. Weight 5 pounds.

No. 21R124. Each..... **12.74**



MODEL 29
REPEATING RIFLE

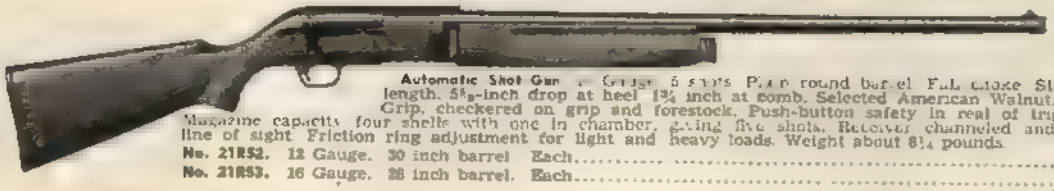
.22 Caliber Hammerless, Slide Forearm Action Repeating Rifle. Chambered for .22 Long Rifle Rim Fire Cartridges. Will also function and shoot without adjustment, .22 Long or .22 Short Rim Fire Cartridges. Suitable for us with either high speed or regular cartridges. 24" round barrel. Selected Walnut stock, full pistol grip, extra long walnut forearm knurled. Tubular magazine capacity 20 short, 17 long or 15 long rifle cartridges. Takedown Receiver, one-piece bolt easily removed for cleaning, short forearm stroke ejects and loads; positive operation. Push button type safety in rear of trigger guard. Metal Bead Front Sight and Open Rear Sight with elevator. Weight 5¾ pounds.

No. 21R163. Each..... **36.26**

MODEL 99EG
HIGH POWERED RIFLE

Hi-Power Repeating Lever Action Rifle Solid Frame Standard Model. Tapered, medium weight, round barrel with raised ramp front sight. Hi Pressure smokeless steel. Length 24". Fore-end and stock of selected walnut, checkered, rubbed oil finish. Full capped pistol grip stock. Stock dimensions, 2⅝" drop at heel, 13" long. Corrugated butt plate of shotgun design 1½" x 4½". Hammerless, solid breech, lever action. Polished breech bolt, case hardened lever, blued receiver. Hammer indicator automatically shows cocked or fired position of hammer. Matted trigger. Bead front sight on raised ramp base and adjustable semi-Buckhorn sporting rear sight, also receiver tang drilled and tapped for all standard aperture sights. Rotary box type magazine with numeral indicator. Six shots, magazine capacity five cartridges with one in chamber. Weight 7¼ pounds.

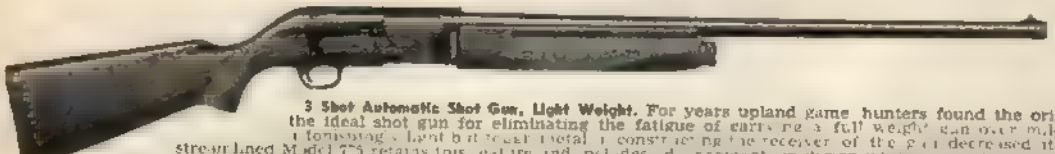
No. 21R38. 250 caliber. Each — TEMP. OUT
No. 21R39. 300 caliber. Each — TEMP. OUT



MODEL 755
AUTOMATIC
SHOT GUN

Automatic Shot Gun. 12 Gauge. 5 shots. Plain round barrel. Full choke. Stock 14 inch length, 5⅝-inch drop at heel, 1¾ inch at comb. Selected American Walnut. Full pistol Grip, checkered on grip and forestock. Push-button safety in rear of trigger guard. Magazine capacity four shells with one in chamber, giving five shots. Receiver channeled and matted in line of sight. Friction ring adjustment for light and heavy loads. Weight about 8¼ pounds.

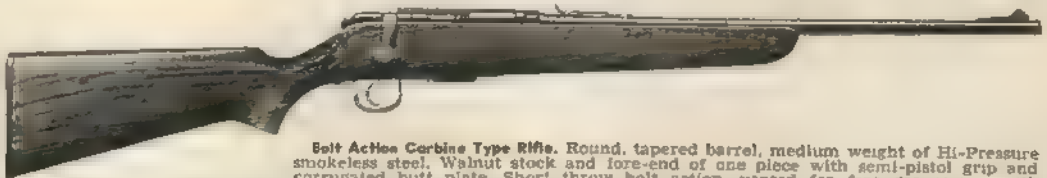
No. 21R52. 12 Gauge. 30 inch barrel. Each..... **80.23**
No. 21R53. 16 Gauge. 28 inch barrel. Each..... **80.23**



MODEL 775
LIGHTWEIGHT
AUTOMATIC SHOT GUN

3 Shot Automatic Shot Gun, Light Weight. For years upland game hunters found the original Savage Lightweight Automatic the ideal shot gun for eliminating the fatigue of carrying a full weight gun over miles of rough country. The use of an astonishing amount of light but tough metal in constructing the receiver of the gun decreased its weight by a full pound. The new streamlined Model 775 retains this feature and includes advancements in design which make it even more outstanding for quality, performance and dependability. Plain round barrel, special alloy steel. Stock and Fore-end selected walnut. Checkered. Full pistol grip stock length 14", drop at heel 2⅝". Composition butt plate. Friction ring adjustment for light and heavy loads. Cross bolt safety at rear of trigger guard. Solid breech top of receiver matted. Weight 7 pounds.

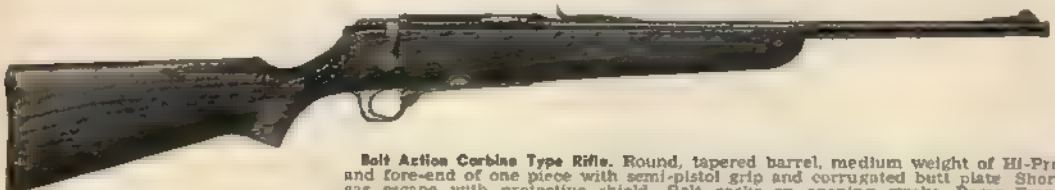
No. 21R156. 12 Gauge. 30 inch barrel. Each — TEMP. OUT
No. 21R157. 16 Gauge. 28 inch barrel. Each — TEMP. OUT



MODEL 340
30 30 CALIBER
BOLT ACTION RIFLE

Bolt Action Carbine Type Rifle. Round, tapered barrel, medium weight of Hi-Pressure smokeless steel. Walnut stock and fore-end of one piece with semi-pistol grip and corrugated butt plate. Short throw bolt action, vented for free gas escape with protective shield. Bolt cocks on opening stroke. Ramp Front sight. Disc elevator middle sight. Detachable 3-cartridge clip magazine. One cartridge in chamber making four shot capacity. Independent thumb operated safety, which locks sear and bolt. Conveniently located at right rear end of receiver. Weight 6¾ pounds. Over-all length 40".

No. 21R158. Each..... **36.56**



MODEL 342
HORNET CALIBER

Bolt Action Carbine Type Rifle. Round, tapered barrel, medium weight of Hi-Pressure smokeless steel. Walnut stock and fore-end of one piece with semi-pistol grip and corrugated butt plate. Short throw bolt action, vented for free gas escape with protective shield. Bolt cocks on opening stroke. Ramp Front Sight. Disc Elevator Middle Sight. Tapped for scope. Detachable 4-cartridge clip magazine. One cartridge in chamber, making 5-shot capacity. Independent, thumb operated safety, which locks sear and bolt. Conveniently located at right rear end of receiver. Weight 6¾ pounds.

No. 21R150. Each..... **36.61**

TRUCKS & MORE TRUCKS

GASOLINE TRUCK

Colorful plastic tank with valve and shut-off. Tank holds water. Separate tractor with plastic wheels, metal axles. 13" long, 4½" wide, 4" high. Twelve per carton.

No. 54917 — Mfr. No. 3063

IDEAL TOY CORP.

Dealer Price ..... M41-30 C
Suggested Retail Price ..... $1.98 ea.
Inv. ..... **Pur** .....

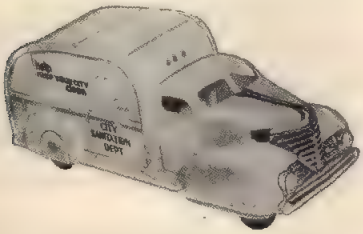
VAN FREIGHT TRAILER

Couples and uncouples automatically. Hinged rear doors. Top comes off. Metal construction. 22" long, 4⅜" wide, 5¾" high. One in carton.

No. 54919 — Mfr. No. 413

BUDDY "L" SALES CO

Dealer Price ..... F81-75 R
Suggested Retail Price ..... $2.69 ea
Inv. ..... **Pur.** .....



SANITATION TRUCK

Measures 13" long, 4¾" wide, 5½" high. Heavy gauge steel. New type enclosed body. In gleaming white enamel. Truck equipped with metal wheels. Dozen to carton.

No. 54918—Mfr. No. 679B

LOUIS MARX AND COMPANY

Dealer Price ..... Q7-91 R
Suggested Retail Price ..... $1.39 ea.
Inv. ..... **Pur.** .....

ARMY TRANSPORT TRUCK

Plastic cab and metal body in O.D. colors. Removable tarpaulin cover with wire frame. 10 rubber wheels. 19" long, 6" wide, 8½" wide. One in carton

No. 54925 — Mfr. No. 3628

LOUIS MARX AND COMPANY

Dealer Price ..... A72-88 R
Suggested Retail Price ..... $3.98 ea.
Inv. ..... **Pur.** .....

MOBILE ARTILLERY TRUCK

Authentic replica of Army truck. Made of metal. Rubber treads and wheels. Detachable howitzer shoots pellets included 22½" long, 4½" wide, 4¼" high. Twelve per carton.

No. 54926★— Mfr. No. 409

BUDDY "L" SALES CO

Dealer Price ..... L91-69 S
Suggested Retail Price ..... $2.59 ea.
Inv ..... **Pur** .....

MOBILE REPAIR UNIT

Steel and plastic construction. Rubber wheels can be removed. Includes jack, wrench, hammer, screwdriver, operating wrecker boom, 26½" long, 7¼" wide, 7" high

No. 54927 — Mfr. No. 657P

BUDDY "L" SALES CO.

Dealer Price ..... J63-90 D
Suggested Retail Price ..... $5.95 ea.
Inv ..... **Pur.** .....

TRUCKS—TRUCKS—TRUCKS

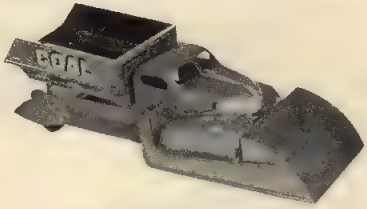
SAND AND GRAVEL DUMP TRUCK

Made of steel with over-size dump body with swing tail gate. Dump operates by lever at side. Sides of dump body decorated. 13½" long 4¾" wide, 6½" high. 12 per carton.

No. 54928★—Mfr. No. 312

BUDDY "L" SALES CO.

Dealer Price ..... T9-84 A
Suggested Retail Price ..... $1.29 ea.
Inv..... Pur.....



LOAD AND DUMP TRUCK

Front, high lift scoop loader deposits load in dump body All metal construction in modern design. Appropriately lithographed. 16" long, 5⅞" wide, 4½" high. 12 per carton

No. 54931—Mfr. No. 685

LOUIS MARX AND COMPANY

Dealer Price ..... 54-97 S
Suggested Retail Price ..... $1.49 ea.
Inv..... Pur.....

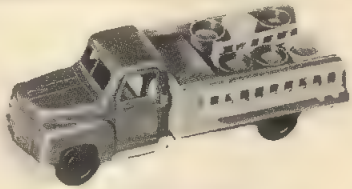
CAB DUMP TRUCK

Modern truck with cab and over-size dump body. Lever at side operates dump body with movable door over emptying slot. 21¼" long, 6¾" wide, 7½" high. Six per carton.

No. 54933 — Mfr. No. 964J

LOUIS MARX AND COMPANY

Dealer Price ..... K81-63 H
Suggested Retail Price ..... $2.49 ea.
Inv..... Pur.....



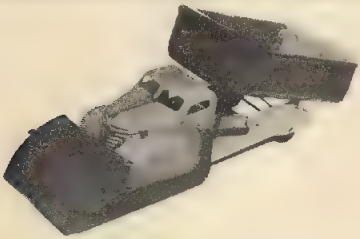
PAINTER'S TRUCK

Plastic truck with rubber tires. Has 5 pails containing water colors, paint brushes, ladders. Doors on truck open 11½" long, 3¼" wide, 4⅛" high. Twelve per carton

No. 54944 — Mfr. No. 3073

IDEAL TOY CORP.

Dealer Price ..... S51-10 M
Suggested Retail Price ..... $1.69 ea.
Inv..... Pur.....



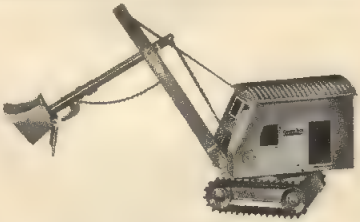
LOAD AND DUMP TRUCK

Steel construction. Front scoop loader dumps load in big dump body. Dump body has swing tail gate, dumps automatically by spring action. 17⅛" long, 7" wide, 5¼" high. Six per carton.

No. 54934 — Mfr. No. 895J

LOUIS MARX AND COMPANY

Dealer Price ..... P51-82 G
Suggested Retail Price ..... $2.79 ea.
Inv..... Pur.....



HEAVY DUTY STEAM SHOVEL

Cab revolves. Crank controls automatic unloading of shovel Rubber tractor treads. 21½" long, 6⅛" wide, 7¾" high. Packed individually.

No. 54939★—Mfr. No. 105

STRUCTO MFG. CO.

Dealer Price ..... K32-20 L
Suggested Retail Price ..... $3.19 ea.
Inv..... Pur.....

New! ALL-VINYLITE!
WITH THE SWEETEST MOST APPEALING FACES EVER MADE FOR TOYS.
IDEAL'S
VINYLIFE
TOYS
• Washable! Sanitary! Attractively Decorated!
• Safe — Eyes never come out.
• Movable arms and head.
• Warm to the touch like real skin.
• Durable, will last for years.
• Glassene eyes, painted features, pastel colored sunsuit molded on body.
• Each in box, 1 dozen to carton, weight 14 lbs.
$3.00 retail
IT'S A WONDERFUL TOY . . . IT'S Ideal
7212 GIRL BEAR
7311 – BOY CAT
7312 – GIRL CAT
7411 – BOY DOG
7412 GIRL DOG
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IT'S A WONDERFUL TOY . . . IT'S Ideal

DEPENDABLE—ACCURATE—1-JEWEL WATCHES

- *Precision made 1-jewel movements*
- *Accurate, rugged—anti-magnetic balance wheel*
- *Chromed cases—stainless steel backs*
- *Radium numerals and hands—sweep second hand*
- *Guaranteed for 1 full year against defects*
- *Accurate—electronically timed, adjusted*

1 INGRAHAM "WRIST-O-CRAT". Fine inexpensive gift! Gleaming chrome plated case with curved back. Black track dial, easy to read numerals; American movements. Stainless steel expansion band for snug, comfortable fit. (8 oz.)
54 J 1400. Black Track Dial 3.79
54 J 1401. All White Dial 3.79

2 INGRAHAM "GRALETT DELUXE." A fine Christmas gift—priced low for savings! Highly polished chrome plated case with stainless steel back. Silvered dial, black numerals, hands. Comfortable stainless steel expansion bracelet.
V54 J 1325 (15 oz.) 5.45
10K YELLOW GOLD PLATE CASE—Stainless steel back; matching expansion band
V54 J 1408 (15 oz.) 6.95

3 MINUTE MAN WATCH. Here's the newest Ingraham watch. Luxurious in appearance with 2-jewel movement for dependable accuracy. Chrome-plated case; non corrosive stainless steel back. Modern styled two-tone silvered dial, easy-to-read black hands, numerals. Leather strap.
V54 J 1303. (8 oz.) 4.69

4 RADIUM NUMERALS—1-jewel Swiss movement. Anti-magnetic balance wheel. Sweep second hand; silvered dial. Polished chrome plated case.
V54 J 1420. Leather strap. (15 oz.) 6.45

5 SHOCK-RESISTANT SPORT SPECIAL. 1-jewel Swiss movement. Anti-magnetic. Radium hands, numerals; black face. Chromed top, stainless steel back and expansion band. Sweep second hand.
V54 J 1425. Shpg. wt. 15 oz. 8.95

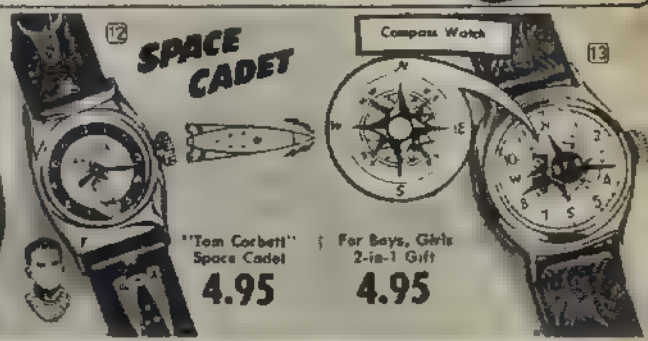
6 WOMAN'S SPORTS WATCH. 1 jewel Swiss movement. Shock resistant, anti-magnetic. Radium hands, numerals on silvered dial; chromed case.
V54 J 1422. Leather strap. (14 oz.) .8.50

7 DELUXE SPORTSMAN'S WATCH. Water and shock-resistant; anti-magnetic. Chromed top, stainless steel back. Radium hands, numerals; Stainless steel expansion band.
V54 J 1426. Shpg. wt. 15 oz. 12.95

DEPENDABLE YOUTH SPECIALS

8 BOY'S SPORTS WATCH. Rugged polished chrome case, stainless steel back, expansion band. 1 jewel Swiss movement—anti-magnetic balance wheel. Sweep second hand silvered dial, radium marks.
V54 J 1385. (8 oz.) 7.95

9 GIRL'S SPORTS WATCH—Compact—dainty, yet rugged. Shock resistant, 1-jewel movement; anti-magnetic. Black radiolite dial, radium numerals, hands; sweep second hand. Chrome plated case; stainless steel back, expansion band.
V54 J 1386. (8 oz.) 9.95



10 INGERSOLL "SWEEPSTER." Newest pocket watch. Very expensive looking in modern thin shockproof polished chrome case. Large, easy-to-read black numerals, silver dial. Red second hand sweeps track with ¼-sec. graduations. Postpaid
54 J 1444. Silver Dial 3.58
V54 J 1443. Black Dial with radium marks .. 4.68

11 INGRAHAM "TOP-NOTCH." Embossed back. 1 initial engraved at no extra cost. Thin dust-tight nickel plated case. Non breakable crystal. Sunburst finish metal dial. Gilt numerals, hands.
54 J 1428. Print 1 initial. Postpaid 2.49

12 SPACE CADET WRISTWATCH. "Calling all Space Cadets—this is it! Synchronize this watch with Tom Corbett on his daring trips out of this world. . . clock your own solo hops! Famous Ingraham movement for dependable accuracy . . . long life! Modern chrome case with round space cadet dial; multi-colored picture of Tom Corbett on face of dial. Easy-to-read numbers on black track, red lightening-shaped hands. Genuine leather strap aptly decorated with colorful space emblems.
V54 J 1301. (8 oz.) 4.95

13 COMPASS WRISTWATCH. For Boys or Girls. Combines 2 things every youngster wants—watch and line "Jeweled" compass. Practical for scouts on hikes, at camp—fun for every day games. Handsome enough for dress occasions, too. Chrome plated case with stainless steel back. "Jeweled" compass built into non-shatter crystal. Dependable, accurate movement. Bold black hands and numbers—easy-to-read at a glance. Western style strap with silver color metal buckle and tip.
V54 J 1302. (8 oz.) 4.95

PRICES OF ALL WATCHES ON THIS PAGE INCLUDE FEDERAL EXCISE TAX

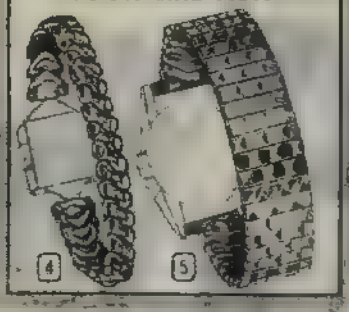
A SPEIDEL BAND MAKES YOUR WATCH LOOK GRAND

Famous Speidel Calibrated Springs—Stop Wrist Watch Shock

Speidel

- Gift boxed and set on plastic stand
- Designed for fashion—built for wear
- 1/20 12K gold filled expansion bands
- Non-corrosive stainless steel backs

MAKES YOUR OLD WATCH LOOK LIKE NEW



Men's watchbands have ⅝ and ¾-in. lug sizes (see arrow in sketch). For correct fit measure lug on your watch. State lug size.

(1) "RAIN DROP" Modern graduated ends. State Yellow or White gold.
V54 J 1370 Postpaid . **10.95**

(2) "MAGNET" Charming swirl effect. State Yellow or White gold.
V54 J 1371 Postpaid **10.95**

(3) "CATALINA" Gives her watch a bold new look. State Yellow or White gold.
V54 J 1373 Postpaid **12.95**

(4) "GOLDEN HARVEST" Graduated ends. State Yellow, Pink or White gold.
V54 J 1372 Postpaid . **10.95**

(5) "BALBOA" Masculine design. State Yellow, Pink or White gold, lug size.
V54 J 1376 Postpaid . **11.95**

(6) "SIR GALAHAD" Link chain effect. State Yellow or White gold, lug size.
V54 J 1374 Postpaid **12.95**

(7) "AZTEC" Handsome, rugged. State Yellow or White gold, lug size.
V54 J 1375 Postpaid **11.95**

(8) "FIRST NIGHTER" Smart styling. State Yellow or White gold, lug size.
V54 J 1387 Postpaid **11.95**

PERSONALIZED WATCH BANDS

15 letters engraved on plaques without charge—pay just 5c each for additional letters. PLEASE print carefully exact engraving desired.

(9) (10) IDENT WATCHBANDS Name and address on expansion watch band. 1/20 12K gold filled top, stainless steel back. Print name, address.
9. SMART LADIES' STYLE! Flatters the feminine wrist. State Yellow or White gold.
V54 J 138. (3 oz.) **4.95**
10. HANDSOME MEN'S STYLE. Diamond design. (4 oz.)
V54 J 1382 Yellow gold **6.95**
V54 J 1383 All steel . **4.95**

(11) SMART LUXURIOUS STYLE. For the lady of taste. 1/20 12K gold filled expansion band; stainless steel back. State White, Pink or Yellow gold.
V54 J 1439 (3 oz.) **2.49**

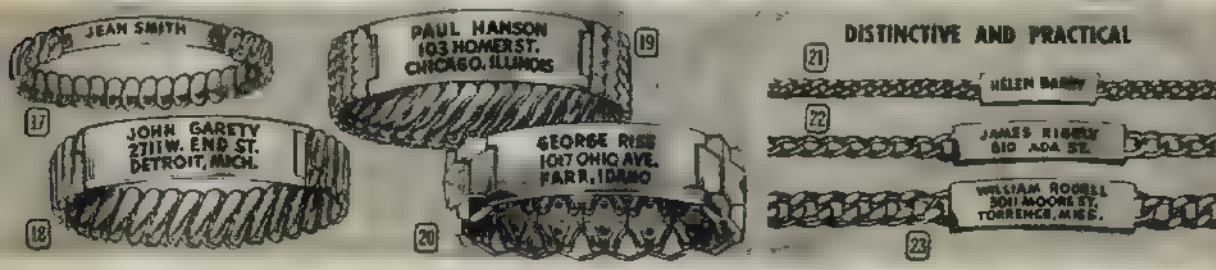
(12) EXQUISITELY STYLED. Smartly grooved ladies expansion band. 1/20 12K gold filled, stainless steel back. State Yellow or White gold.
V54 J 1478 (6 oz.) . **3.50**

(13) BRETTON MONOGRAM. Save $2.00—was $7.95! 1/20 12K gold filled top; stainless steel back. State 3 initials; Yellow or White gold.
V54 J 1479 (8 oz.) **5.95**

(14) "DIAMOND DESIGN"—Bold expansion band for men. 1/20 12K gold filled; stainless steel back. State White, Pink or Yellow gold; lug size.
V54 J 1454 (5 oz.) **2.95**

(15) MODERN STYLING—1/20 12K gold filled expansion band, stainless steel back. State lug. (4 oz.)
V54 J 1361 Yel gold **3.95**
V54 J 1362 All steel . **2.50**

(16) BRETTON MONOGRAM. Was $8.95. Gold Filled with stainless steel back. Yellow or White gold. State color, lug size, 3 initials.
V54 J 1446 (6 oz.) **5.95**



ENGRAVING—all bracelets engraved with 15 letters at no extra charge—pay 5c for each additional letter. State name, address.

(17) FOR LADIES—Swirl design expansion band. 1/20 12K gold filled plaque and band. State White or Yellow gold.
V54 J 1364. (3 oz.) **4.95**

(18) BOLD MASCULINE DESIGN. Medium weight plaque, rhodium finished sterling silver. Expansion band. Wt. 4 oz.
V54 J 1470 . **4.95**

(19) DELUXE STYLE—Masculine expansion band, heavy plaque finished in rhodium sterling silver. (4 oz.)
V54 J 1463. Sterling Silver . **6.50**
V54 J 1461 Yellow Gold Filled **7.95**

(20) OUR FINEST—New 4-way expansion bracelet. Extra heavy plaque; rhodium finished sterling silver.
V54 J 1365 Sterling Silver (8 oz.) **7.95**
V54 J 1366 Gold Filled (5 oz.) **8.95**

(21) (22) (23) PERSONALIZED IDENTITY BRACELETS. Distinctive styles. State name, address.

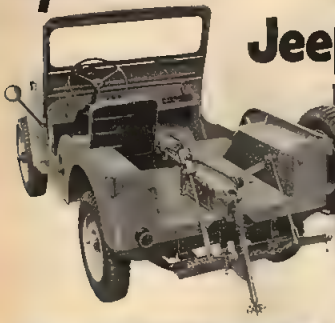
21 —FOR GIRLS OR BOYS—Light weight.
V54 J 1459. Sterling Silver (4 oz.) **2.50**
V54 J 1460 Gold Filled (4 oz.) **2.95**

22 MEDIUM CABLE LINK CHAIN—for men.
V54 J 1462 Sterling Silver (4 oz.) . . **4.95**

23 HEAVY DUTY CURVED LINKS—Brawny masculine. Designed for the active sportsman.
V54 J 1377. Sterling Silver (6 oz.) . **6.95**

All Prices on This Page Include Federal Excise Tax—All Items Correctly Engraved Are Not Returnable

Hydraulic Lift Multiplies Jeep's Farm Uses



Field Work. The 4-Wheel-Drive Universal Jeep has the traction, right speed range and drawbar horsepower for operating either pull-type or hydraulic-lift implements. The Jeep's dependable performance under adverse weather conditions often means insurance against crop losses—saves time.

Hauling. No need to use a *big* truck to haul a few bags of feed. The Universal Jeep, with its steel pick-up bed and speed range up to 60 mph., is just right for fast, economical hauling. Its 4-wheel-drive traction takes you through road and weather conditions when other vehicles can't.

This farm power unit with hydraulic lift pays off because it does so many kinds of jobs and, at the same time, helps you do a bigger day's work—easier. The Universal Jeep is a general-utility vehicle for hauling, transport and towing as well as an efficient field tractor. With 6 forward speeds and *selective* 2- and 4-wheel drive, the Jeep has correct speeds for field work plus normal highway speeds for hauling. Its unmatched combination of 4-wheel-drive, wide speed range, drawbar and optional hydraulic lift make the Universal Jeep widely useful for hard, 365-day-a-year farm work. Ask your Willys dealer for a demonstration.

Towing. Handiest of all vehicles for towing, the Universal Jeep readily pulls a load of 5000 pounds in the field or on the road. The Jeep has speed, plenty of reserve power for grades and its 4-wheel-drive provides the extra traction so often needed for slippery fields or heavy pulling.

4-Wheel-Drive UNIVERSAL 'Jeep'®

UNIVERSAL 'JEEP' OWNERS

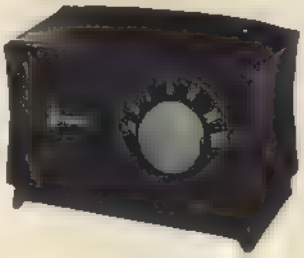
Equip Your 'Jeep' with the Hydraulic Lift!

Get all the farm utility your Jeep was built to deliver! With the hydraulic lift, you can use *all* of your implements—plows, discs, harrows and others that are designed for 3-point linkage. The lift is easy to install and remove and implements can be quickly hitched or unhitched. It will pay you to see your Willys dealer now.

WILLYS-OVERLAND MOTORS, TOLEDO 1, OHIO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES

JEWEL RADIOS
and Phonograph Combinations

JEWEL MIDGET TABLE RADIO



Beautiful performance and styling for any room in the home. Excellent reception and trouble-free performance. Alnico V P M speaker. Exclusive new full sweep dial. Selective performance. 540-1650 kilocycle tuning range. AC-DC operation. Contrasting plastic knobs. Molded all-plastic cabinet in Ivory or Walnut colors. Size 5⅛" high, 7¾" wide, 4⅞" deep. Approx. weight 2¾ lbs.

No. 3A22. Walnut. Retail 16.95. Each **13.35**

No. 3A23. Ivory. Retail 16.95. Each **13.35**

Jewel Portable-Table Model Radio. New swing-away handle rests in easel position making a beautiful table model or swings upright into easy-carrying position. Highly stylized cabinet is of two-tone ivory and maroon plastic with highly polished brass handle. Superheterodyne circuit, 4 tubes plus rectifier. Alnico V Speaker. High Permeability Rod Ba[illegible] Antenna producing highest attainable signal pickup. Plays instantly on AC-DC or battery. Uses one 90 volt B battery and one 7½ volt A battery. Size 11¼" wide, 4¾" deep, 7¾" high. Approx. weight 6¾ lbs. Retail [illegible]

No. 3A19. Each (Without batteries) **28.75**

BATTERIES

Battery Set for 3A19 Radio. Contains one 90 volt B battery and one 7½ volt A battery. Retail 4.25

No. 3A61. Per Set **3.28**

Jewel Wakemaster with Electronic Appliance Switch. The clock-controlled radio. Serves you in the kitchen as well as every other room of the house. In addition to automatic wake-up and shut-off features, starts your coffee "perking" or switches on other electric appliances—your toaster, heater or fan—even turns on a wake-up light. Superheterodyne radio with 5 tubes, including rectifier. Telechron sweep second alarm movement; malleable rim tous clock has polished brass rim and [illegible] materials. Electronic appliance switch. Slide rule Vernier dial. Built in Duraloop antenna. 60 cycle AC, approved by Underwriters' Laboratories. Cabinet body of bakelite or urea with contrasting grille in Ivory or Walnut. 7½ inches high, 12¾ inches wide x 5½ inches deep.

Walnut. Retail 41.95.

No. 3A69. Lots of 6. Each **28.82**
Each **29.32**

Ivory. Retail 44.05.

No. 3A70. Lots of 6. Each **29.66**
Each **30.16**

JEWEL TABLE MODEL RADIO

A distinctively designed modern cabinet in Walnut colored plastic. No outside aerials or ground leads needed. Superheterodyne circuit with 2 I F transformers. 5 tubes including rectifier. AC-DC operation. Built-in D R A L O O P antenna. Big bold new dial with exclusive dial drive eliminating old fashioned stringing. Size 9⅜" wide, 6" high, 4¾" deep. Approx. weight 4 lbs. Retail 22.00

No. 3A74. Lots of 6. Each **16.33**
Each **16.83**

Jewel TABLE RADIO

An entirely new concept of dial design with more than [illegible] square inches of dial face for simplified tuning. Note the plaque-type nameplate and ornamental inserter, the graceful lines, and the handsome symmetry. Superheterodyne circuit. Uses 2 I F transformers. 5 tubes including rectifier. AC-DC operation. Self-contained loop antenna. Weight approximately 5 lbs. Size 7¼ x 12⅝ x 5⅜ inches. Moulded all-plastic cabinet in pure plastic colors, Ivory and Ebony.

Walnut. Retail 26.20.

No. 3A62. Lots of 6. Each **18.48**
Each **18.98**

Ivory. Retail 28.30

No. 3A63. Lots of 6. Each **19.74**
Each **20.24**

Jewel Radio & Phonograph Combination. With Webster 3-speed automatic changer, incorporates the three speeds playing 33⅓, 45, and 78 R.P.M. records. 5 tubes including rectifier. Superheterodyne chassis amplifier with variable volume and tone control. AC and DC. Grain Mahogany veneer cabinet. Overall dimensions 18¼ inches x 13¼ inches x 9 inches. Retail 115.45

No. 3A71. Each **74.55**

LOTS OF 6 OR MORE PRICE APPLIES TO ORDERS FOR 6 OF ONE MODEL OR ASSORTED

JIM PRENTICE *Electric* GAMES

SR. ELECTRIC BASEBALL

2 motor rotors give spin action. Balls actually pitched. Place mechanically. When connects, rotors go [illegible] to provide plenty of excitement. Lacquered wood frame. Size 19¾ x 13¾ x [illegible]. Complete with batteries 4 lbs.

NOT AVAILABLE

No. 4T-1056 (#789)
Index 1-431; 6-392. LIST **5.95**

ELECTRIC BASEBALL

When [illegible] successful play strikes an diamond beam the result [illegible] decoder [illegible] plays. Battery operated [illegible] lamps and switch mechanism. Red lacquered frame. Size [illegible]x14x[illegible]/4 in. Complete with battery 4½ lbs. (#788)

No. 4T-1054.
Index 1-258; 6-229 LIST **3.50**

DELUXE ELECTRIC FOOTBALL

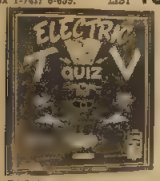
Each team has bank of switches that control motor rotor and 7 lamps. All the thrilling plays of football realistically portrayed. Enclosed transformer with cord and plug. Automatic timer counts quarters as downs are recorded. 20¼ x14¼ x2½". AC only 7 lbs.

No. 4T-1057 (#107F)
Index 1-741; 6-659. LIST **10.00**

ELECTRIC FOOTBALL

Electric mechanism is controlled by 6 switches. Lamps flash in combination as players press buttons to maneuver each other. Actual football plays are planned and executed. Lacquered wood frame 15¾ x13¾ x1¼". Complete with battery 2¾ lb.

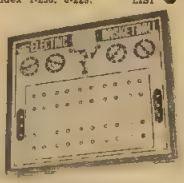
No. 4T-1053 (#107F)
Index 1-258; 6-229. LIST **3.50**



ELECTRIC TV QUIZ

Picture with question and 3 possible answers is dialed into frame. When correct one of 3 buttons is pushed, red lamp flashes and buzzer applauds. Contains 100 picture questions and battery. Enameled wood frame 13¾ x13¾ x1¼". 2¼ lbs.

No. 4T 1058 (#60Q).
Index 1-258; 6-229. LIST **3.50**



ELECTRIC BASKETBALL

Fast action electric switches produce speed and excitement of actual basketball. Colored lamps follow movement of ball as it is raced back and forth 4 scoring dials. Lacquered wood frame 15¾ x13¾" x 1¼". Complete with battery 2¼ lbs.

No. 4T-1055 (#64X)
Index 1-258; 6-229. LIST **3.50**

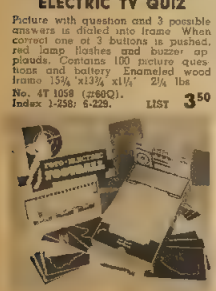


Foto-Electric Football

Call your own play. Your opponent selects his play. Then, like magic, you [illegible] ball carrier start break thru the line, escape tacklers until finally stopped. Over 1000 possible play combinations and line formations. The gain or loss is recorded on the playing field. Game strictly adheres to regular Conference Rules. 20x12x5 in. 5 lbs. (Mfr's #164)

No. 4T-1521
Index 1-498; 6-443. LIST **7.00**

"POOSH-M-UP" PIN-BALL GAMES

ELECTR-O-MATIC POOSH-M-UP SENIOR

A play-at-home pin game with genuine electric solenoid "flippers". Has automatic feed and reload with 2 plungers. Push button operated on "[illegible]" [illegible] 9 [illegible] a pocket buzzer and add professional nickel machine excitement. 20 x28 x2½. glass-covered frame. Plays 4 different games. AC only 14 lbs.

No. 4T-1070 (#470)
Index 1-1290; 3-1147. LIST **18.95**

5-IN-1 ELECTRIC POOSH-M-UP

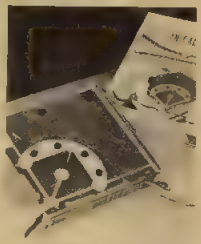
Five plays [illegible] light up when balls [illegible] on two flashlight battery [illegible] covered completely automatic. Select finely finished wood frame with folding legs. One blue, one gold and nine silver balls. Automatic feed and reload. Measures 24x12x2 in. Weight 7½ lbs. (Mfr's #45?)

No. 4T-1068.
Index . 391 6 348. LIST **5.75**

4-IN-1 POOSH-M-UP JR.

Plays 4 entirely different games. Automatic feed and reload. Glass covered. Wood frame. Folding legs. Nine steel balls of one color and one odd colored ball. Fully colored playing field. 18x12 x1 in. 4 lbs. (Mfr's #441)

No. 4T-1071.
Index 1-171; 6-152. LIST **2.50**



Carl Hubbell BASEBALL

Pitches curves, fast or slow balls, frame lamps and strike outs. Brightly lithographed 4-corner riveted base. Playing field covered with green flocking in 4 colors. 14' x14 x2' high. Packed in 4-color display box. 3½ lbs.

No. 4T-1045 (#G500).
Index 1-351; 6-312. LIST **4.50**

BASKETBALL with Bell

Features all the plays of the real game. Shoots baskets from anywhere on court. Bell rings for score. Masonite base with 4-color lithographed label. Metal framework. Chipboard background. 21 x11 x11 high. Packed in 2-color folding box. 3 lbs. (#G650)

No. 4T-1046.
Index 1-195; 6-173. LIST **2.50**

WING DING Horizontal TARGET GAME

Top flight fun for kids 7 to 14 years old. Precision constructed flipper propels the feathered WING DING in arc to horizontal target. Brightly lithographed in authentic Indian design. Target folds to fit 22½ x10' x1¼" display box. (#195)

No. 4T-1641.
Index 1-143; 6-127 LIST **2.00**

IT'S AMERICA'S LARGEST SELLING OUTBOARD MOTOR

Johnson Sea-Horse 5

Ask Commercial Users — They Know!

This brilliant outboard motor does so much so well, it outsells *any* model of *any* make. It is by far the leader in the popular size range (from 4.0 to 7.5 hp. inclusive). Yachtsmen favor it. Fishermen love it. Commercial users, who run their motors more in a single day than many sportsmen do in a full season, choose it for economical, DEPENDable water transportation in rugged going everywhere. Ask your Johnson Dealer. Look for his name under "Outboard Motors" in your classified phone book.

For 1952—4 Great Alternate Firing Twins

SEA-HORSE 3 — 3 hp. *New.* Less than 30 lbs! Johnson Angle-matic Drive **$145.00***

SEA-HORSE 5 — 5 hp. Known 'round the world for its dependability **$187.50***

SEA-HORSE 10 — 10 hp. Gear Shift. Mile-Master Fuel Tank. Brilliant! **$295.00***

SEA-HORSE 25 — 25 hp. Less than 4 lbs. per hp.! Gear Shift. Mile-Master Fuel Tank. Synchro Twist-Grip Speed Control. Sensational performance and value! **$390.00***

OBC certified brake hp. at 4000 rpm. *All prices f. o. b. factory, subject to change

Free! New Handy Chart describes all motors in detail. Write

JOHNSON MOTORS
2900 Pershing Rd., Waukegan, Illinois
Johnson Motors of Canada, Peterborough

5 HP . . . ALTERNATE FIRING TWIN . . . FAMOUS FOR DEPENDABILITY . . . NEUTRAL CLUTCH . . . FULL PIVOT REVERSE . . . NO SHEAR PIN WORRY SYNCHRO-CONTROL . . . AND MORE . . . ONLY $187.50*

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Dimco-Gray Co., Dayton, O.

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ELECTRIC SPORTS TIMERS
with large 8 inch Dial—Time Any Interval. Outlet for Horn Included.
$22.95 School Price
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Naden & Sons Electric Scoreboard Co., Webster City, Ia.
National Electric Mfg. Co., Niles, Mich.
Nevco Scoreboard Co., Greenville, Ill.
Pastor Stop-Watch Co., Waterbury, Conn.
Post Sign Co., Inc., Knoxville, Tenn.
Racine & Co., Inc., Jules, New York, N. Y.
Rawlings Mfg. Co., St. Louis, Mo.
Robot Watch Co., New York, N. Y.
Shadograph Mfg. Co., Anchor, Ill.
Smiths English Clocks, Ltd., New York, N. Y.
Thalson Co., San Francisco, Cal.

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in precision-movement, imported Swiss
TIMERS, STOP WATCHES
Full line for amateurs and professionals
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Viking Mercantile Corp., New York, N. Y.
Wilson Sporting Goods Co., Chicago, Ill.

TOBOGGANS:

Chestnut Canoe Co., Ltd., Fredericton, N. B., Can.
Dodd's, Ltd., Harvey E., Montreal, Que., Can.
Faber & Co., Loretteville, Que., Can.
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Harwill, Inc., St. Charles, Mich.
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JULES RACINE & CO. Inc.
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20 WEST 47th STREET, NEW YORK 19

Kalamazoo *CHAMPION* Sleds

It's like a shot in the arm to sales when you start featuring Champion sleds. Sizes for every youngster —a price range for every parent. New super-steel runners outsteer and outcoast them all! — which the kids soon discover and pass along. Make 1951 your best sled year with Kalamazoo Champions!

SEND FOR LATEST CATALOG

Kalamazoo *CHAMPION* Furniture

Any yachtsmen or resorters among your clientele? Then there are extra profits in store for you with the sensational new line of Kalamazoo summer furniture. Illustrated is the "Captain's" chair. The complete line includes Camp Stools, short-legged sand chairs, and durable beautiful reclining lawn and patio furniture. Send for illustrated literature of the whole line.

KALAMAZOO SLED COMPANY

5047 Crosstown Parkway East, Kalamazoo, Mich.

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Allen & Co., S. L., Philadelphia, Pa.
American Acme Co., Emigsville, Pa.
Auto-Wheel Coaster Co., Inc., N. Tonawanda, N. Y.
Donnay Sporting Goods, New York, N. Y.
Garton Toy Co., Sheboygan, Wis.
Johnson Co., C. J., Bradford, Pa.
Kalamazoo Sled Co., Kalamazoo, Mich.
Paris Mfg. Co., S. Paris, Me.
Pearson Mfg. Co., W., Woodstock, Vt.
Pratt Mfg. Co., Coldwater, Mich.
Standard Novelty Works, Duncannon, Pa.
Thompson Corp., Brownstone, Ind.
Tweedle Industries, Inc., Chicago, Ill.

[illegible]

Buerkens Mfg. Co., Pella, Ia.
Luck & Co., G. H., Kennevalley, N. Y.
Peters Co., Inc., F. D., Gloversville, N. Y.

DOG:

Faber & Co., Loretteville, Que., Can.
Peterborough Ski & Toboggan Co., Peterborough, Ont., Can.

SNAKE-BITE OUTFITS:

Charles, Ruben K., Los Angeles, Cal.
Clark Bros., Los Angeles, Cal.
Cutter Laboratories, Berkeley, Cal.
Davis Emergency Equip. Co., Inc., Newark, N. J.
Flack Co., San Antonio, Tex.
Medical Supply Co., Rockford, Ill.
Mine Safety Appliances Co., Pittsburgh, Pa.
Pac-Kit Co., Greenwich, Conn.
Saunders Sales, Rattlesnake, Fla.

SNOWSHOES:

American Ski Co., Clare, Mich.
Bastien Bros., Loretteville, Que., Can.
Chestnut Canoe Co., Ltd., Frederickton, N. B., Can.
Faber & Co., Loretteville, Que., Can.
Holway Snowshoes, Solon, Me.
Lund Co., C. A., St. Paul, Minn.
Northland Ski Mfg. Co., N. St. Paul, Minn.
Northwoods, Inc., Portland, Me.
Ross, Ltd., Henry, Loretteville, Que., Can.
Snocraft, Inc., Norway, Me.
Vermont Tubbs, Inc., Wallingford, Vt.

BINDINGS:

Beer Co., Inc., William J., Brooklyn, N. Y.
Faber & Co., Loretteville, Que., Can.
J. S. C. Mfg. Co., Rome, N. Y.
Lund Co., C. A., St. Paul, Minn.
Snocraft, Inc., Norway, Me.

See Page 589 for Complete Address of Firms

MISCELLANEOUS TOYS

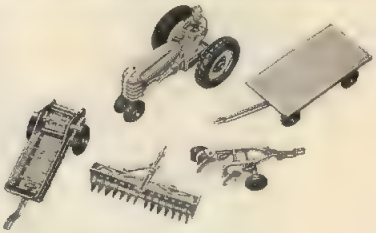
FARM IMPLEMENTS SET

Consists of tractor, plow, wagon, seedor hay rake, and mower. All are perfect little replicas of farm machinery. Comes in window display box. 12 per carton.

No. 55247 — Mfr. No. 4760

IDEAL TOY CORP.

Dealer Price ..... **M91-30 S**
Suggested Retail Price ..... **$1.98 ea.**
Inv. ..... Pur. .....



FARM IMPLEMENTS SET

This true-to-life miniature farm implement set consists of five assorted farm toys. Tractor, plow, disc harrow, spreader and farm wagon. Of sturdy metal construction. Twelve per carton.

No. 55249★— Mfr. No. 50

HUBLEY MFG. CO.

Dealer Price ..... **R81-95 K**
Suggested Retail Price ..... **$2.98 ea.**
Inv. ..... Pur. .....

TWO-HORSE STAKE WAGON

A cast iron miniature replica of familiar stake wagon. Horses mounted on wheels for easy rolling. Well constructed and beautifully colored. 14¾" long. One in box. Twelve per carton.

No. 55253 — Mfr. No. 221

KENTON HARDWARE CO.

Dealer Price ..... **L82-60 B**
Suggested Retail Price ..... **$3.95 ea.**
Inv. ..... Pur. .....

TWO-HORSE DUMP WAGON

Another cast iron toy that will last for years. Wagon body opens underneath to dump load by pulling lever at side. Authentic and colorful. Measures 10" long. Twelve per carton.

No. 55255 — Mfr. No. 211

KENTON HARDWARE CO.

Dealer Price ..... **G41-30 R**
Suggested Retail Price ..... **$1.98 ea.**
Inv. ..... Pur. .....

SULKY RACER

Modeled after sulky racers seen all over the country. Cast iron construction. Flashing black horse on wheel for easy rolling. Colorfully decorated. Length 7¼". 12 per carton.

No. 55254 — Mfr. No. 150

KENTON HARDWARE CO.

Dealer Price ..... **X9-84 H**
Suggested Retail Price ..... **$1.29 ea.**
Inv. ..... Pur. .....

SURREY WITH FRINGED TOP

Drawn by two prancing horses, this cast iron toy has real appeal. Fringed top, man and woman are removable. Rear seat comes out to make a buckboard, 13" long. Six in carton.

No. 55256 — Mfr. No. 160

KENTON HARDWARE CO.

Dealer Price ..... **F43-25 N**
Suggested Retail Price ..... **$4.95 ea.**
Inv. ..... Pur. .....

MORE FUN WITH RIDING TOYS

"GIDDY-AP" ROCKING HORSE

Giddy-Ap will not tip and has no sharp edges. Attractive genuine leather bridle and simple sheepskin saddle, mane and horse hair tail. Aluminum stirrups, plated steel rockers. Solid wooden frame tested to hold 200 lbs. Available in washable Pinto Black or Dapple Grey. 44" long, 14" wide, 31" high. 32 lbs.

No. 6T-2147
Index 1-1872; 3-1884. LIST **24.00**

HARRY "The Hairless Horse" ROCKING HORSE

Here is the original Harry 22" high with 30" rockers. The ideal child's ride. Weighs only 5 lbs but is a sturdy animal capable of carrying a 200 lb load. It has a smooth body, a Train Ride now set fire finished with Dupont Dulux baked enamel. (#608)

No. 6T-2144.
Index 1-483; 6-429. LIST **6.50**

RIDE-A-WAY TOYS

A new concept in riding toys. Easy to assemble—3 screws put it where toy is in action. Sturdy safe construction. 1 piece bottom rounded edges.

RIDE-A-CHIEF

Live action — top play value. Bright red fire-truck. It rocks, it rolls. It's a whooping good time on fire runs. Has a ringing bell and a coil of wire on the back. Striking color effects and streamlined design. 37"x16 x14½". 13 lbs.

No. 6T-2146 (#26.
Index 1-731; 3-849. LIST **9.98**

RIDE-A-BOAT

Rigged with fascinating nautical gear; flag ring ing bell, shiny turning steering wheel. Tough, non-toxic lacquer finish 37½ x16 x14½". 12 lbs. (#224.

No. 6T-2145.
Index 1-731; 3-849. LIST **9.98**

CARROM DUCK SHOO-FLY

A pleasure for the youngster and a helper for mother—keeps child happy and safely out of trouble. Ideally suited for tots 6 months to 2 years. Scientifically designed with ½" plywood non tipping sides, deep wide seat high back large footrest and play beads in assorted harmless colors. Equipped with safety strap and tray for work and play. Yellow enamel finish decorated in red and orange. 12 lbs. 30" x 20" x 12". (#800)

No. 6T-2142.
Index 1-587; 3-510. LIST **8.50**

KEYSTONE RIDE-EM DUMP TRUCK

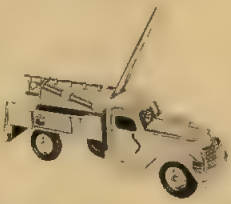
A sturdily, well-built dump truck. Constructed of heavy gauge steel and finished in a bright two-tone color scheme. Adjustable handle bar steering control and removable seat. Large oversize wheels with rubber tires. Dump lever capable of lifting heavy load. Length 26 in. height 10½ in. Wt. 16 lbs. (Mfr's #42)

No. 6T-2226.
Index 1-985; 3-984. LIST **12.95**

JUNIOR SHOVEL

Does same jobs as its Big Brother on actual construction jobs: dig, load, lift and swing. All steel construction with central control panel, geared turn-table, tires rolling rubber treads, boom pulleys, automatic brake and non fouling cables. 18x14x7 in. 3½ lbs.

No. 6T-2141 (#330)
Index 1-250; 6-225. LIST **3.75**



KEYSTONE MECHANICAL GREYHOUND BUS

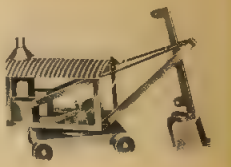
18½" reproduction of real Greyhound. Constructed of heavy gauge steel. Points of strain welded. Hard baked enamel finish with detailed nickle trim. Rubber tires. Famous Kingsbury spring motor. Hinged rear door gives easy access to interior. 4 lbs. (#402)

No. 6T-3734.
Index 1-251; 6-228. LIST **3.25**

KEYSTONE RIDE-EM LOCOMOTIVE

Made of automotive body stock steel in beautiful colors of red and black. Space provided in coal tender as container for articles. Rubber tires on all wheels. Handle bars turn front wheels. Loud ringing, hand operated whistle and bell. Locomotive capable of carrying weight of adult. Measures 28 in. long, 12½ in. high. Shipping weight 16½ lbs. (Mfr's #6400)

No. 6T-2229.
Index 1-1088; 3-967. LIST **13.95**



Keystone STEAM SHOVEL

It scoops and loads, just like a real steam shovel. Handle bar steering control. Scoop bottom releases to dump and automatically closes when scoop is dropped. Housing rotates. 20¾ x14¼" 10 lbs.

No. 6T-2112 (#47).
Index 1-603; 3-538. LIST **7.95**

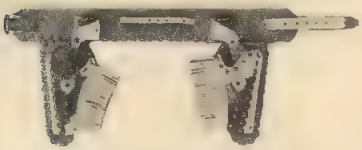
BUDDY "L" FIRE & CHEMICAL TRUCK

WITH SIREN AND FIRE EXTINGUISHER

Brand new and crammed with play value. Hand cranked siren. Fire extinguisher can be used as water squirter. Ladders adjustable to a length of 26 inches. Heavy duty truck tires. Finished in brilliant fire engine red with sparkling diagonal duotone front. Silver finished ladders. 25 inches long, 7 inches wide, 6½ inches high. (Mfr.'s #546)

No. 6T-2136.
Index 1-394; 6-349 LIST **4.79**

HOLSTER SETS



DOUBLE HOLSTER SET

An attractive double holster set of two-tone calfskin. Real authentic Western style belt and holster with hair-on-calf on front of holster. Made of genuine leather throughout. Heavily ornamented. Has two Texan Jr. pistols.

No. 52583 — Mfr. No. 574-1165
KEYSTON BROS.

Dealer Price	X45-20 F
Suggested Retail Price	$7.95 ea.
Inv. _____ Pur. _____	

DOUBLE HOLSTER SET

Massive styled belt with big Indian design silvered buckle. Has golden steerhead overlay conchas, silver spots and red jewels. Genuine cowhide leather. Color is black and white. Holster set includes two Texan Jr. Pistols.

No. 52584 — Mfr. No. 589-1165
KEYSTON BROS.

Dealer Price	M36-49 V
Suggested Retail Price	$9.95 ea
Inv. _____ Pur. _____	

DOUBLE HOLSTER SET

Tan all leather massive Buscadero type belt and holsters with white felt backing. New adjustable belt. Belt and holsters are ornamented with conchas, jewels and studs. Definitely the finest to be had. Includes two Cowboy Jr. pistols.

No. 52586 — Mfr. No. 539-1169
KEYSTON BROS.

Dealer Price	V68-44 D
Suggested Retail Price	$12.95 ea.
Inv. _____ Pur. _____	

DOUBLE HOLSTER SET

Wide belt and two holsters of genuine bark tanned leather in saddle mahogany attractively decorated. Includes two Cowboy Jr. pistols.

No. 52588 — Mfr. No. 1700CJ
CARNELL MANUFACTURING COMPANY, INC.

Dealer Price	N74-55 E
Suggested Retail Price	$6.95 ea.
Inv. _____ Pur. _____	

WESTERN SPUR SET

Spur set patterned after Cowboy spurs used in the Southwest. Suitable for children of all ages since spur leathers are adjustable. Spurs are golden color with 8-point large spur rowel.

No. 52590 — Mfr. No. 952
KEYSTON BROS.

Dealer Price	G4-65 P
Suggested Retail Price	$ .98 ea
Inv. _____ Pur. _____	

FRONTIER CAP RIFLE

An exact replica of the type used in frontier days. Has walnut colored plastic butt and hand grip with knurled decoration. Blue metal barrel. It's a repeater that shoots roll caps. 35¼" long. Six per carton.

No. 52602★ — Mfr. No. 200
HUBLEY MANUFACTURING CO.

Dealer Price	G72-60 V
Suggested Retail Price	$3.95 ea.
Inv. _____ Pur. _____	

PISTOLS & GUNS

DICK PISTOL

Has bright finish Rear portion of barre hinged to slide open and load A repeating cap pistol measuring 4½" long.

No. 52600 Mfr. No. 210
HUBLEY MANUFACTURING CO

Dealer Price K7-35 M
Suggested Retail Price $ .59 ea.
Inv. _____ **Pur.** _____

COSMIC RAY GUN

A harmless gun that shoots colorfu rays and sparks, through jet tubes. Made of steel with futuristic design. Flints easy to replace. Gun measures 8¾" long. In colorful carton

No. 52603—Mfr. No. 295
RANGER STEEL PRODUCTS

Dealer Price E3-52 T
Suggested Retail Price $ .79 ea.
Inv. _____ **Pur.** _____

RODEO PISTOL

Bright finish with plastic handles, engraved stock and barrel. A single shot pistol with automatic action Measures 8¼" long. Three dozen to carton

No. 52605—Mfr. No. 220
HUBLEY MANUFACTURING CO

Dealer Price Z1-35 E
Suggested Retail Price $ .59 ea.
Inv. _____ **Pur.** _____

REPEATING PISTOL

Shoots smoke with standard roll caps. Nickel finish, plastic handle, breaks for easy loading by pressing lever. 8" in length. One in box. 36 per carton.

No. 52606—Mfr. No. 245
HUBLEY MANUFACTURING CO

Dealer Price N4-57 S
Suggested Retail Price $ .89 ea.
Inv _____ **Pur** _____

SURE SHOT PISTOL

Has engraved steerhead handle. Gun has bright finish with red star on handle. Barrel breaks for easy loading. Measures 8¼" long. Thirty-six per carton

No. 52607—Mfr. No. 230
HUBLEY MANUFACTURING CO.

Dealer Price G9-46 A
Suggested Retail Price $ .69 ea.
Inv. _____ **Pur.**

COWBOY JR. PISTOL

A repeating cap pistol made of bright metal with black plastic handles Braided throng on swivel at base. Side loading cylinder. Measures 9½" long. Thirty-six per carton.

No. 53608—Mfr. No. 255
HUBLEY MANUFACTURING CO.

Dealer Price S5-86 F
Suggested Retail Price $1.29 ea.
Inv. _____ **Pur.** _____

THE Kilgore ROUND-UP
... finest in our 35 years!
The complete 49-item line will be on display at the Toy Fair, Room 523, Hotel New Yorker. Come in and convince yourself that Kilgore should be your major source for all your cap pistol, cap and holster set requirements. It's a profitable line for you to handle . . . and we'll consider it a privilege to do business with you. If you're too busy to make the show—write today for catalog booklet and attractive prices.
NAT'L TOY FAIR
ROOM 523
HOTEL NEW YORKER
Every cap you need — 50-shot perforated roll caps, 6-shot disc, non-perforated roll and single shot caps. All conform to F.C.C.
Polythene plastic holster sets — look like leather but wear like iron. Top quality at appealing prices. Also polythene cuffs and die-cast spurs with polythene straps
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FACTORY OFFICES
Suite 1050 Room 14-102
I. W. 42-St. Mdse. Mart
New York Chicago

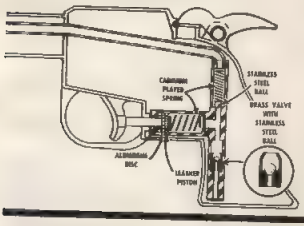
NEW Western SQUIRT

WATER PISTOL

Big but not cumbersome — easy for all children to operate. Has large water reservoir for plenty of shots. All parts made of non-rust materials for long satisfying service. Extra quality features include precision-built cylinder pump, stainless steel check valves and removable brass nozzle for cleaning. Realistic "Western" design and regular hammer which serves as plug for filler hole. Made of Polystyrene in tinted transparents — red, blue, and green packed assorted 3 doz. to a case. To retail about 59c.

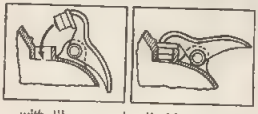
No. 202
Actual Size

Precision Pump Mechanism!
Big Water Capacity!



Cock and Fill! . . .

A New Sales Feature



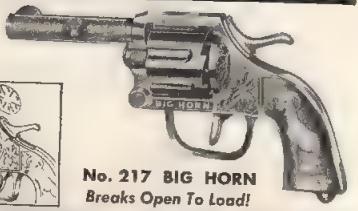
Kilgore's new method of sealing water filler hole with "hammer-plug." It's realistic, makes water-tight seal, and cannot be lost — big sales feature with strong appeal. Pull hammer back to "cocked" position . . . fill under water tap . . . push hammer down till plug snap-locks in filler hole.

See the complete Kilgore line at the TOY FAIR — Room 523, Hotel New Yorker

A NEW SIX SHOOTER

to retail for only $1.00

Kilgore's realistic 6-shooter action, the favorite of youngsters everywhere, is now available in the new Big Horn at the lowest price ever. It breaks open to load, has revolving cylinder and shoots the regular No. 108 Disc Mammoth Caps. It's 7½" long. Die cast of zinc alloy and plated with Kilgore's sparkling "Silver" finish. Metal grips. Individually boxed — ¼ gross to a case. Be the first to offer the new Big Horn — order now!



No. 217 BIG HORN
Breaks Open To Load!

Kilgore, INC.
WESTERVILLE • OHIO • U.S.A.

FACTORY OFFICES
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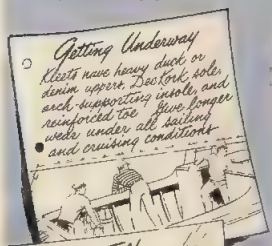
You'll Log Miles of Smooth Sailing

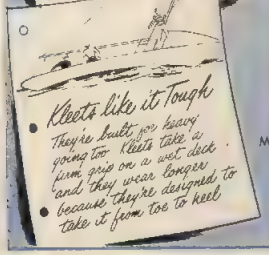
with **KLEETS**®

Smooth as Your Deck . . Hold fast as a Bowline

TAKE A LEAF from a KLEETS LOG

THE MOST *SENSATIONAL* YACHTING SHOE AFLOAT OR ASHORE





From the Atlantic to the Pacific . . . from dinghy skippers to blue-water sailors, Kleets jumped to instant popularity as the yachting shoe that has all of the finest features for both men and women. Kleets are versatile. Their smooth DecKork soles cannot pick up sand, dirt or pebbles ashore . . . yet provide a firm grip on even the wettest deck. KLEETS are rugged afloat . . . and around the club both men and women find their styling to be completely in accord with the best of casual costumes.

KLEETS are comfortable, rugged attractive . . .

NOTE THESE FEATURES

- Smooth sole, firm grip on wet deck.
- Special weight sanforized duck or denim uppers.
- Arch supporting insole and reinforced toe.
- Cannot pick up sand, dirt or pebbles ashore.
- They float — and maintain shape under all conditions.

Men's and Women's in White Duck, Navy and Faded Blue Denim **$6.95**

THE Cambridge RUBBER CO.

KLEETS DIVISION

748 Main Street, Cambridge, Mass.

MAR 15 1952

THE ARISTOCRAT

TOYS OF DISTINCTION

As cute and cuddly a pooch as ever paraded up Park Avenue. The Aristocrat is fully jointed . . . he sits, he stands, he sleeps, he begs. Small fry will love his antics . . . parents too. Don't miss this new toy wonder!

Knickerbocker Toy Co., Inc.

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Don't Miss the
KOHNER HIT PARADE
... at the Toy Show!
HOTEL McALPIN • NEW YORK CITY
ROOM 754
THE LONE RANGER AND HIS BUCKING HORSE
"I DO FUNNY MONKEY TRICKS"
KOHNER BROS.
Present
The Line with quality all over. Eye-appealing colorful toys that will delight all Toy Buyers and definitely stimulate greater sales. Welcome to our showroom!
OFFICES • FACTORY • PERMANENT SHOWROOM
KOHNER BROS.
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BACK AGAIN!
LOONY LINKS
"WATCH MY EYES! THEY ROLL WHILE I STEER THE SHIP AND QUACK"
DONALD DUCK
"I DO DOG TRICKS—AND I OPEN MY MOUTH AND BARK!"
WOOF WOOF
PLUTO
"MY HAT POPS UP! I SWING AND SWAY AND STEER THE SHIP"
A FASCINATING NEW CRAFT SET FOR CHILDREN
These and many other new items form the Kohner Line...Be sure to see them!

ALUMINUM WARE

Kreamerware

FISH MOLDS

Straight

Length, 11 inches.
No. 111A—Wt. doz., 3 lbs.....Doz. $14.40
One-half dozen in a carton

Curved

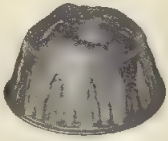
Diameter, 11 inches.
No. 11A—Wt. doz., 2 lbs.. ....Doz. $15.50
One-half dozen in a package

OVAL MOLDS

Capacity 2½ pints. Length 8⅝ inches, width 6¼ inches.
No. 47A—Wt. doz., 2 lbs.....Doz. $13.20
One dozen in a package

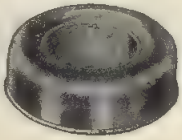
Kreamerware

ROUND MOLDS



Capacity 3 pints. Diameter 7 inches, depth 3½ inches.
No. 46A—Wt. doz., 3 lbs.....Doz. $14.40
One dozen in a carton

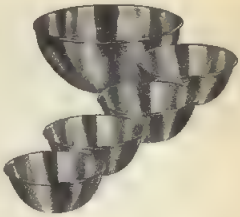
BORDER MOLDS



Round bottom. Capacity 3 pints. Diameter 9 inches.
No. 60A -Wt. doz., 6 lbs.....Doz. $14.40
One-half dozen in a package

Regal

SNACK SETS



Pure aluminum finished in colors. Set consists of:

1 -4 quart Master Bowl
4—26 ounce Individual Bowls

finished in cherry red.
No. 5500CR—Wt. set, 1¾ lb. ...Set $4.95
One set in a box, six sets in a carton

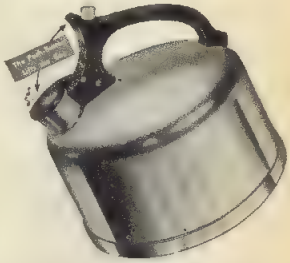
BOWLS

Aluminum bowls finished in attractive colors Engraved design.

No.	Color	Each
5400CR	Cherry Red	$2.95
5400SG	Sunset Gold	2.95
5400EG	Emerald Green	2.95

Six bowls in a carton, weight 6 lbs.

TEA KETTLES



18 gauge aluminum. Bakelite handle with push button lift cap. 3 quart capacity.

No.	Color	Each
5293CR	Cherry Red	$5.95
5293SG	Sunset Gold	5.95
5293EG	Emerald Green	5.95

Six in a carton, weight 12 lbs.

Kusan Kuties

Shapely blondes, brunettes, and redheads molded of flesh-colored plastic, hand painted to perfection. Dainty, yet tough, each doll is packed in a protective cellophane bag.

- KD 205 — 5½" Painted eye as illustrated.
- KD 206 — Not illustrated. 7½" Painted eye.
- KD 207 — 7½" Moving eye, moving head as illustrated.

ACTUAL SIZE

KD 206

KD 207

KUSAN

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FRANK E. LUCAS & CO.
66 Wellington St., West
Toronto, Canada

AL SEYMOUR

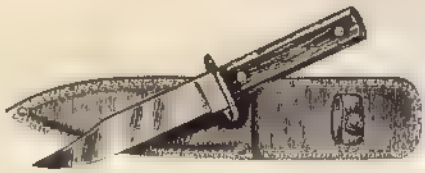
FOR THE WOODSMAN, CAMPER AND HOBBYIST

"Kut-Master" Hunting Knife. 4½" carbon steel blade, mirror polished 8¼" long. Scored hard rubber black handle with leather sheath. ½ dozen in box.

No. 10C105. Per Dozen..... 5.25

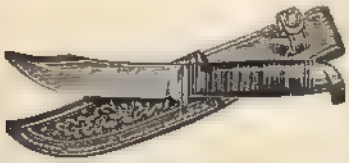
Hunting Knife with Leather Sheath. Narrow Finland type blade. Simulated Pearl celluloid handles. Each knife in leather sheath. Blade 3¾", overall length 7¼". 1 dozen on display card.

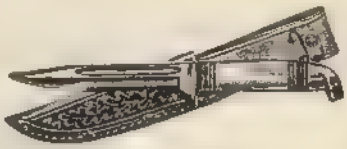
No. 10C102. Per dozen..... 7.84



Hunting Knife in Leather Sheath. Mirror-polished 5" clip blade; nickel silver guard; full tang, 2 brass rivets. Overall length 8¾". Simulated stag plastic handle. Complete with leather sheath. ½ dozen in box.

No. 10C111. Per Dozen..... 9.50





"Western" Hunting Knives with Embossed Leather Sheaths. Blades of high-carbon chrome vanadium steel. Blades attached to handles by sturdy double-tang. Complete with tubular leather sheaths with beautiful embossing.

No. 10C106. Overall size 8¾". Blade 4½". Decorated natural leather handle. Sabre ground blade. Suggested retail 3.50.

Each..... DISC.

No. 10C107. Overall size 8". Blade 4½". Brilliantly colored long-lasting plastic handles in assorted colors. BLOOD GROOVE blade. Suggested retail 3.50.

Each..... DISC.

Hunting Knife with Leather Sheath. 3" full-polished blade of high carbon chrome Vanadium steel, hand ground to keen edge. Laminated leather handle with brass and colored fibre trim; drop knob, shaped to fit the hand. Complete with genuine leather sheath. Length overall 6½". Packed ½ dozen in carton.

No. 10C125. Each..... 1.35

Hunting Knife with Leather Sheath. Full polished 3½" saber blade hand ground to keen lasting edge . . . chrome-plated rust-resisting. Leather handle with brass and colored fiber trim. Solid aluminum knob, shaped to fit the hand. Complete with pouch-type genuine leather sheath. Length overall about 7¼". Packed ½ dozen in box.

No. 10C126. Each..... 1.50

Forest Master Set. For Hunting and Camping. Consists of Hunting Knife 4½" saber clip blade—length overall 8¾" with genuine leather sheath full size 4-bladed camp knife, blades of high carbon steel, mirror polished. Simulated stag handles of non-breakable plastic, cap and bolsters of nickel alloy highly polished. Each set in gift box.

No. 10C127. Per Dozen Sets..... 17.50
Per Set..... 1.50

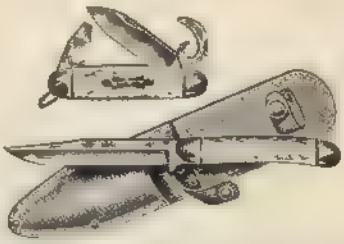
Marble's Woodcraft Knife. (No. 49). 4½ inch blade, made of the finest steel, sharpened to a keen edge, finely polished, adapted for skinning, sticking, slicing, and whittling. Back is beveled for breaking small bones. Leather handle, aluminum tip. Complete with leather sheath. ½ dozen in box.

No. 10C813. Each..... 2.15

POCKET TOOL KITS

Pocket Tool Kit. A tool chest in compact form—all tools made of fine cutlery steel, hardened and tempered—nickel plated, full mirror polished. Complete with simulated leather case. Contains ten dependable tools—strong pocket knife, can opener, bottle opener, sharp wood chisel, double cut file, hammer, reamer and punch awl, screwdriver, hook remover, and fish scaler. Each set in individual box.

No. 10C109. Per Kit..... 3.92



Campers' & Sportsman's Combination Set. Consists of Hunting Knife (with 3¾" saber clip blade—Length over-all 7¼") and full-size 3-bladed Camp Knife (with Spear, Can-opener, and Screw Driver-Cap Lifter Blades of high carbon steel, mirror polished) Complete with genuine leather sheath to hold both knives. Simulated pearl celluloid handles. Each set in gift box.

No. 10C135. Per dozen sets..... 16.00
Per set..... 1.40

Pocket Tool Kit. The ideal gift item—each set comes in fine English Pigskin zipper case. All tools of cutlery steel—hardened and tempered nickel plated; full mirror polished. Set consists of 10 useful tools—strong pocket knife, can opener, bottle opener, sharp wood chisel, double cut file, hammer, reamer and punch awl, screwdriver, hook remover and fish scaler. Each set in individual box.

No. 10C110. Per Kit..... 6.15

Stainless Steel "KAMP-KIT"

Knife, Fork, and Spoon Set

Stainless Steel "Kamp Kit"—Compact Knife, Fork and Spoon Set—easy to disassemble. Fine quality, sturdy Stainless Steel construction—ideal for outings and camping. When not in use, set locks together. Complete with handsome vinyl carry-case. Length of Spoon over-all 7", other implements in proportion as pictured. Each kit in gift box.

No. 10C134. Each..... 1.05

L&S LURES

"First with Fishermen"

with GUARANTEED NATURAL MINNOW ACTION

PROVEN **FISH CATCHERS MADE BY THE WORLD'S FOREMOST MAKERS OF JOINTED LURES**

Assorted colors and patterns, sinking and floating models. Indestructible plastic bodies. Fair traded at wholesale and retail levels.

PIKE-MASTER	⅝ oz.	1.40
BABY CAT	9/16 oz.	1.25
BASS-MASTER	½ oz.	1.25
PANFISH-MASTER .	¼ oz.	1.10
TROUT-MASTERS . Model 55 & 60		1.10
(salt water lures) . . . . Model 65		.75

SOLD THROUGH JOBBERS ONLY

L&S BAIT COMPANY INC.
BRADLEY, ILLINOIS, and CLEARWATER, FLORIDA

Now It's TIGIE
FOR ALL GAME FISH
ALL TYPES OF FISHING
Made in 2 Distinctive Patterns, 5 Hook Sizes:
1, 1-0, 2-0, 3-0, 4-0
Walto TWINKLE and TWINKLE FLY
IDEAL FOR ICE FISHING
Walto MINNOW and MINNOW FLY
The Old Reliable (Improved) For Bass, Trout, Crappies, Etc. Made in 4 Sizes—3 Finishes: Nickel-Silver, Copper, Gold.
Write for Circular and Prices.
ORDER FROM YOUR JOBBER OR
Walto SPECIALTIES MFG. CO.
323 S. WELLS STREET — CHICAGO 4, ILL.

Mill Run Products Co., Cleveland, O.
Mille Lacs Mfg. Co., Isle, Minn.
Miller Mfg. Co., San Francisco, Cal.
Miller Mfg. Co., Springwater, N. Y.
Mills & Son, Inc., Wm., New York, N. Y.
Millsite Tackle Co., Howell, Mich.
Millward's Fishing Tackle, Ltd., Redditch, England.
Minser Tackle Co., Seattle, Wash.
Missouri Lures, Ltd., Kansas City, Mo.
Mittenberg, Inc., E., New York, N. Y.
Moby Dick Mfg. Co., Omaha, Neb.
Monadnock Sporting Goods Center, Fitzwilliam, N. H.
Monroe Bait Co., Monroe, Wis.
Montpelier Bait Co., Montpelier, O.

USE
"HOOTENANNA"
(Reg. in U. S. Pat. Off.)
LURES
'FISHING WITH A THRILL IN IT'
Made in Fifteen Attractive Colors
Dealers order direct, liberal discounts
MONTPELIER BAIT CO.
Montpelier, Ohio

Moore Lures, Salem, Ore.
Moss Bait Co., Eldorado, Ill.

Muscatine Pearl Works, Muscatine, Ia.
Musky Sucker Bait Mfg Co., Madison, Wis.
National Expert Bait Co., Minneapolis, Minn.

FLASH BAITS
Metal Baits and Spinners of the BETTER QUALITY
Sold Through Jobbers Only
National Expert Bait Co.
2928 Stevens Avenue, South
Minneapolis Minn.

National Fishing Lure Co., Hastings, Neb.
National Metal Products, Detroit, Mich.
National Tackle Co., Tulsa, Okla.
Natural Fly Co., Windsor, Mo.
Naturalure Bait Co., Pasadena, Cal.
Nickel Tackle Co., Jacksonville, Fla.

WHEN IN DOUBT ask the SPINKS

See Page 589 for Complete Address of Firms

Sell Jacobsen Mowers

THE LINE THAT GIVES YOU ALL THE ANSWERS

It's sometimes hard to convince a prospect that the power mower you sell is the kind he needs. But you can eliminate this big sales hurdle with the complete Jacobsen line. Here's how it works:

"I have a medium-size city lawn."

"Here are three Jacobsens tailor-made for you The 18-inch Pacer — a fine cutting machine, . light and easy to handle. The 21-inch Bantam — a full-size power mower at a small mower price The 21-inch Lawn Queen—built to stand up and take it under extreme conditions."

LAWN QUEEN
21-INCH
CUTTING WIDTH

"I have a highly landscaped lawn."

"This 21-inch, rear-drive Jacobsen Manor or 24-inch Estate will cut right up close to those flower beds and trees . and gives you a wonderfully smooth lawn."

MANOR
21-INCH
CUTTING WIDTH

"I have a large, rolling lawn."

"The 26-inch Lawn King does a really big day's work and don't worry about those hills. The King will take them and make it look easy. If you're interested in real mass-production cutting, the 30-inch Park 30 is your mower It's the one that large commercial users choose for strength and speed "

LAWN KING
26-INCH
CUTTING WIDTH

"Besides my lawn, I have rough areas to keep trimmed."

"Let me show you the Worthington Rotary Disc Mower. This type of cutter does a nice job on lawns — and handles those rough, seldom-cut areas almost as easily I can give you a choice of seven sizes from 18 to 62 inches.

WORTHINGTON 18
18-INCH
CUTTING WIDTH

"I wish someone would think of a way to make leaf disposal as easy as power mowing."

"Jacobsen has . look! This power Leaf Mill picks up your leaves grinds them into fine flakes and returns them to the lawn Once over with this machine and there's nothing more to do And you can easily interchange the Leaf Mill with a Lawn Mower or Sickle Mower attachment."

MODEL A LEAF MILL
20-INCH SWATH

Find out more about the line that gives you all the answers Write Jacobsen Manufacturing Company, Racine, Wisconsin.

Jacobsen
MANUFACTURING COMPANY
Racine, Wisconsin

"MOTO-MOWER"

Best known name in power-lawn-mowing *for thirty-three years*

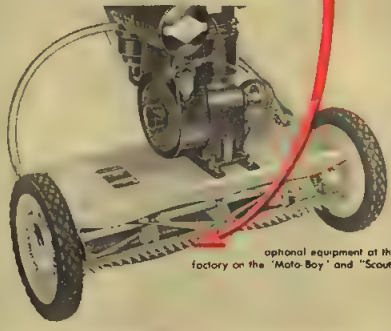
POWER CUT 17½"

18" LAWN ACE

ROTO-MOWER 20"

WEED TOPPER

The Weed-Topper, on the Moto-Boy and Scout, is an outstanding improvement over the conventional power lawn mower. A once-over cutting will leave a beautiful lawn—no obnoxious weeds, plantain, buckhorn or dandelions all around as the Weed-Topper cuts these ahead of the cutting tee . . . You, too, can have a lawn that is better done with the "Moto-Boy" or "Scout" with "Weed-Topper."



optional equipment at the factory on the 'Moto-Boy' and "Scout"

MOTO-MOWER, manufactured in the most modern plant in the industry employing all of the efficiencies of progressive conveyor production, is the standard of value in the power lawn mower field . . . Specifications that all four reel-type MOTO-MOWER models have in common: Reel, 6" diameter, 5 crucible steel blades, V-belt and chain drive; lever control at the handle bar. Cutting heights: ¾" to 1¾" . . .. Two Roto-Mower models 16" and 20" are driven by a vertical shaft engine which provides direct application of power to the horizontal whirl-blade of this type of mower, greatly simplifying its design and manufacture . . . The entire hardware line of MOTO-MOWERS consists of six different models; the four reel-types, sizes 17½" to 22" . . . There is a model to take care of every size and type of lawn—to meet all competition . . . *send for complete information.*

The* MOTO-MOWER *Company

4600 Woodward Ave. • DETROIT 1, MICH.

"MOTO-MOWER"

Best known name in power-lawn-mowing *for thirty-three years*

POWER CUT 17½"

18" LAWN ACE

ROTO-MOWER 20"

WEED TOPPER

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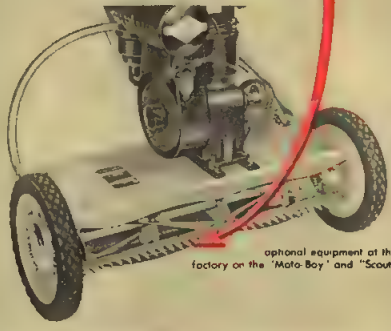

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The* MOTO-MOWER *Company

4600 Woodward Ave. • DETROIT 1, MICH.

AMERICA'S MOST COMPLETE COWBOY LINE

Gene Autry • Texas Star Ranger

Lone Rider

★ PISTOLS ★ PISTOL and HOLSTER SETS

★ COWBOY OUTFITS ★ ROLL CAPS

See us at the Toy Fair... McALPIN HOTEL ROOM 808-810

LESLIE-HENRY CO.

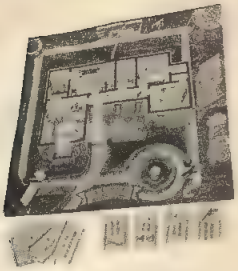
MOUNT VERNON, N. Y.

SHOWROOM: Room 311 - 200 Fifth Ave., New York 10

M. A. Henry Western Co., 1751 Olympic Blvd., Santa Monica, Calif.

M. A. Henry Limited, Scarborough Junction, Ontario, Canada.

BAGATELLE GAMES



MR. REE GAME

Plot and murder conceived and executed as characters move about playing board. Takes place before everyone, but no one knows who did it until detective solves crime. Includes board, cards, weapons, pawn.

No. 51868—Mr. No. 77
SELCHOW & RIGHTER

Dealer Price	J91-67 X
Suggested Retail Price	$2.49 ea.
Inv	Pur.

BAZOOKA BAGATELLE

Marbles are shot out of chute simulating a bazooka. Scoring arranged in military design. Made of sturdy plastic and steel 12⅝" x 6⅜" x 1⅞". Packed 12 per carton.

No. 51870—Mfr. No. G-72
LOUIS MARX & CO.

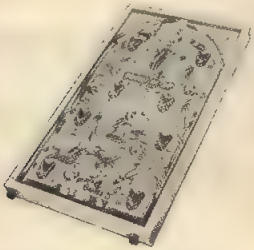
Dealer Price	Z4-69 M
Suggested Retail Price	$ .98 ea.
Inv.	Pur.

RODEO BAGATELLE

Strongly constructed, colorful, new. Play 4 games—Baseball, Bagatelle, Colors, Put-N-Take. Glass covered. Automatic feed and reload. Folding legs. 18" x 21" x 1". Includes 10 steel balls. 12 to carton.

No. 51875★—Mfr. No. 461
NORTHWESTERN PRODUCTS CO.

Dealer Price	R41-44 H
Suggested Retail Price	$2.19 ea.
Inv	Pur.



ELECTRIC PUSH-M-UP

Fully automatic with 2 plungers, 9 plastic domes that light, glass covered. Designed to play four different games. Includes 11 metal balls. Size 15" x 28" x 2". Operates on 2 flashlight cells. Four per carton.

No. 51876★—Mfr. No. 460
NORTHWESTERN PRODUCTS CO.

Dealer Price	$95-85 H
Suggested Retail Price	$8.95 ea.
Inv.	Pur.

CIRCUS TRIX BAGATELLE

A new glass top pinball game for small fry. Made of masonite and steel. Includes 8 marbles. Colorful and durable. 16⅜" x 8⅜" x 1-3/16".

No. 51878—Mfr. No. G-128
GOTHAM PRESSED STEEL CORP.

Dealer Price	G81-30 Y
Suggested Retail Price	$1.98 ea.
Inv.	Pur.

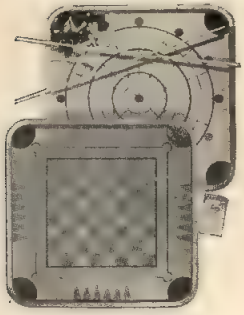
CABBY GAME

The game with rules made to be broken. Consists of 5-color lithographed playing board 18½" x 18½", four metal police cars, four metal taxicabs, two dice, 28 plastic passengers and directions. In streamlined box 20" x 9½" x 1¼". Dozen in carton.

No. 51880—Mfr. No. 16
SELCHOW & RIGHTER

Dealer Price	Z71-18 P
Suggested Retail Price	$1.69 ea.
Inv.	Pur.

GAMES—POOL TABLES



CARROM BOARD

Entirely of wood construction, nicely finished. The size is official 28½" square and fitted with round corner and rim construction. Reversible net pockets and green felt cushions on carrom side. Eighty-five games may be played on this combination board

No. 51885★—Mfr. No. 85
CARROM INDUSTRIES

Dealer Price N45-62 X
Suggested Retail Price $8.95 ea.
Inv. **Pur**

CARROM BOARD

Plays 95 games, including many old favorites. Board is square with round corners. Three-ply panel made of wood. Reversible net pockets. Includes hardwood rings, ten pins, dice, rule book. One in carton.

No. 51886★—Mfr. No. 95
CARROM INDUSTRIES

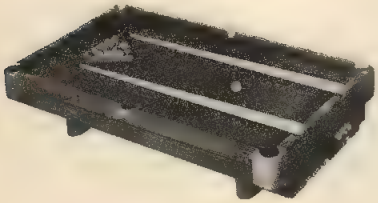
Dealer Price O56-55 P
Suggested Retail Price $9.95 ea.
Inv. **Pur.**

BOWLING ALLEY

All metal construction. Mechanical man can be aimed to throw ball where desired. Ten wooden pins and two balls are packed in separate box. 12 to carton.

No. 51894—Mfr. No. 360
RANGER STEEL PRODUCTS

Dealer Price T41-30 J
Suggested Retail Price $1.98 ea.
Inv **Pur.**



METAL POOL TABLE

Smart, sturdy and streamlined. Masonite base covered with green flock. Steel frame and return ball tray. Includes 15 numbered balls, cueball, 15/16" diameter. Steel rack, 2 wood cues with rubber tips. Score markers. Size 30" x 17½" x 6½." Four per carton

No. 51887 — Mfr. No. P-82
GOTHAM PRESSED STEEL CORP.

Dealer Price R35-84 I
Suggested Retail Price $8 95 ea.
Inv. **Pur.**

POOL TABLE

An ideal table for the 12-15-year age group. Size is 44½" x 25". Stands 28" high. Green cloth playing surface. Ivory rail and legs. Has return rail and counters, 16—1¼" balls, triangle, two—36" cues. Instructions

No. 51889 — Mfr. No. 452
BURROWS CORPORATION

Dealer Price A817-90 V
Suggested Retail Price $27.95 ea.
Inv **Pur.**

NEW LUPOR MECHANICAL TOYS

With and Without Friction Siren Motors

#203 RIOT SQUAD CAR WITH FRICTION SIREN

Gaily lithographed in brilliant colors—sturdy steel construction—safe no sharp edges 7" long, 2¼" wide—Packed individually 6 dozen to carton. Approximately 32 lbs. per shipping carton

Here is play value galore—the Friction Siren Motor is completely new and revolutionary in design . . . the siren starts sounding at the first turn of the wheel . . . all motors have been redesigned for greater power and longer distance performance . . . no sharp edges . . . sturdy steel construction. They're the big noise in mechanical toys for '52.

Write for new prices and catalog.

#801 FIRECHIEF CAR WITH FRICTION SIREN MOTOR

Gaily decorated in realistic color. 10⅝" long, 4" wide, 3¼" high, packed one to a box—12 to a carton. Approximately 13 lbs. per shipping carton.

#803 POLICE SQUAD CAR WITH FRICTION SIREN MOTOR

Gaily decorated in realistic colors. 10⅝" long, 4" wide, 3¼" high, packed one to a box—12 to a carton. Approximately 13 lbs. per shipping carton.

LUPOR METAL PRODUCTS, Inc.

242 East 137th Street New York 51, N. Y.

It's Here ! !

SPEL-A-VISION

It's new . . . different . . . useful

- It teaches spelling
- It serves as a stool
- It has counting beads
- It teaches color identification

11¾" long, 7½" high, 7½" wide Available in assorted colors Priced to retail for about $3.50 Individually cartoned . . packed four to master carton Shipping weight about 20 lbs

MARTIN INDUSTRIES

P. O. BOX 571 WISCONSIN RAPIDS, WIS.

If it's of wood it's good"

DOLLIEBABE Child's "TEETERBABE" for her Doll . . .

Suggested RETAIL $1.95

NEW FOR FALL AND CHRISTMAS SELLING . . . the doll chair with spring action! Highly popular with little girls . . . a special chair for their doll "just like the TEETERBABE mother used for them." Bright white enamel frame, removable cloth seat cover. *Order now for early delivery.* Packed 6 or 12 to a carton.

National Production Co. 4598 ST. JEAN DETROIT 13, MICHIGAN

NANCY ANN
Storybook
Dolls
MOVABLE EYES
that follow you
Little Sister Series
Big Sister Series
Commencement Series
Religious Series
Bridal Series
Seasons Series
Mother Goose Series
Fairytale Series
Fairyland Series
Nursery Rhyme Series
Dolls of the Day Series
Dolls of the Month Series
Operetta Series
In Powder and Crinoline Series
All Time Hit Parade Series
NANCY ANN STORYBOOK DOLLS, INC.
MANUFACTURERS OF STORY BOOK DOLLS
Unbreakable Plastic
Movable Head, Movable Arms and Movable Legs
Manufacturer's Representatives:
EAST: Joseph J. Barnett, Inc., Room 559 200 Fifth Avenue, New York 10, N. Y.
WEST: Leo Schermer Company, 2840 West 93rd St., Seattle 7, Washington
MIDWEST: Hugh D. Kenney 1443 Merchandise Mart, Chicago, Illinois
SOUTH: Melville Marx, Governor Clinton Hotel, New York 1 N. Y.
CALIFORNIA: Ralph Kostkarlington, 1254 West 6th, Los Angeles 17 Calif.

TELESCOPE SIGHTS
Lyman

TARGETSPOT

For target and small game shooting. Hard coated lenses. Front sleeve marked in garduations of 50 feet, 25, 50, 100 and 200 yards.

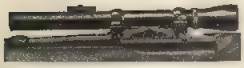
No.	6X	8X	10X
Power	6	8	10
Length overall, ins.	21¼	21¼	21¼
Weight each, ozs.	22	22	22
Each	$69.50	$69.50	$69.50

One in a box

CHALLENGER HUNTING SCOPE

Steel tube 1.024 inches in diameter. Adjustments for windage and elevation may be made without the aid of tools.

No.	4X
Power	4
Field of view, ft.	30
Eye distance, ins.	3 to 5
Length, ins.	11¼
Weight, ozs.	13
No. 4X-1—With blunt picket post and cross wire..Ea.	$39.50
No. 4X-3—With sharp picket post and cross wire.. "	39.50
No. 4X-5—With tapered post and cross wire..... "	39.50
No. 4X-6—With tapered post..... "	39.50
No. 4X-7—With cross wires..... "	39.50
No. 4X —With 3 minute Lee dot..... "	102.00



LYMAN ALASKAN HUNTING SCOPE

For high power rifles. 2½ power, 19mm. objective. Leather end caps.

Diameter aperture, ins.	.709
Field of view, ft.	40
Eye distance, ins.	5
Length overall, ins.	10½
Weight each, ozs.	11
No. 3—With sharp picket post and crosswire reticule. .....Each	$65.00
No. 5—With tapered post and crosswire reticule . "	65.00
No. 7—With crosswires ..... "	65.00
No. 3—With 3 minute Lee dot . "	77.50

TELESCOPE SIGHTS
Mossberg

Four power. Designed for No. 151M Mossberg rifle. Mount slides into dovetail on receiver of rifle. Internal adjustments for windage and elevation. Click screws move cross hair reticule instead of scope tube. Full view at 100 yards, 20 feet. Length overall, 14½ inches.

No. 4M4—Weight each, 1 lb.....Each $9.95

One in a box

Strong cast mount. May be mounted in high or low position. Four power coated lens surfaces. Micrometer click feature for windage and elevation. Field at 100 yards, 20 feet.

No. 2M4—Wt. ea., 1 lb. .....Each $8.95

One in a box

SPOTTING SCOPE
Mossberg

20 power. Achromatic lens, 38 mm. in diameter. Eyepiece lens is 10 mm. Micrometer adjustment for focus. Protective metal caps on both ends. Black crackle finish. Chrome plated draw tube. Length extended, 17 inches; closed, 12½ inches. Field of 7½ feet at 100 yards. Weight 1½ lbs.

No. A .....Each $27.40

Stand

Sturdy stand for above. Made of aluminum alloy and steel, finished in black crackle and cadmium. Screw adjustment for horizontal and vertical adjustment. Folds to 10x3¼x3 inches. Height adjustable from 9½ to 14½ inches. Weight 2¾ pounds.

No. AS .....Each $13.25

L. A. Goodman
MANUFACTURING COMPANY
131-145 WEST 63RD STREET • CHICAGO 21, ILLINOIS

AMERICA'S LARGEST MULTI-COLOR MOLDERS

New! EMERSON ELECTRIC
PORTABLE CIRCULATOR - WINDOW FAN

Easily Wheeled to Any Room, Any Window — Upstairs or Downstairs

- ADJUSTABLE HEIGHT
- FAN TILTS WITHIN 180° ARC
- 2 SPEEDS
- 16-INCH OVERLAPPING BLADES
- QUIET OPERATION
- 4-INCH WHEELS

5-YEAR GUARANTEE

This dual-purpose fan can be used as a window fan for night cooling to exhaust or pull in air or as a circulating fan during the day. Ideal for casement windows since it requires no installation. Adjustable height from 28 to 48 (floor to center of blades). Vertical tilt adjustment permits directing air flow within arc of 180° (straight up to straight down). Balanced tubular steel frame and large rubber tired 4" wheels for complete portability upstairs or down. 4 overlapping 16" blades and 2-speed capacitor motor assure quiet, large volume air at very low operating cost. Closely spaced spiral guards on front and back of fan provide ample protection. Rugged all metal construction. Attractive Silver Grey finish. 8-ft rubber cord and plug included. 3750/2275 CFM (3 ft from fan). 60 cycle, 115 volts AC only. 40 lbs net 50 lbs pkd. **5-YEAR GUARANTEE.**
No. 21E-8984BP. Index 1-5488; 6-5260. LIST **79.95**

MANNING-BOWMAN FANS
DIVISION OF McGRAW ELECTRIC CO.

MANNING-BOWMAN SPECIAL 10-INCH OSCILLATING FAN

An exceptionally good looking single speed oscillating fan. Heavy duty, quiet, trouble-free induction type motor causes no radio or TV interference. Polished 10" blades. Tip-proof base has rubber feet. Up-down tilt adjustment. 55 watt. 1950 R.P.M. Air displacement 950 C.F.M. Modern Hammertoid and crackled Beige finish. Strong wire guard. 9 lbs.
No. 21E-40.
Index 1-907; 3-841. LIST **12.95**

MANNING-BOWMAN DELUXE OSCILLATING FANS

Refreshingly different styling. Heavy duty induction type 4 pole motors have oil impregnated bronze bearings with oil reservoirs. Concealed ball bearing oscillating mechanism can be set for stationary use if desired. Dynamically balanced blades move large volumes of air with minimum noise and vibration. Easy up-down tilt adjustment. Heavy die-cast base has rubber feet and slot for wall mounting. Hammertone Beige finish, polished wire guards. 110-120 volts, 60 cycle, A.C. only. 6-ft U.L. approved cord. **One year Guarantee.**

No	Size	Speeds	C.F.M	Lbs.	Index	List
21E-60	12"	3	1100/ 925/ 850	12	1-1977; 3-1817	29.95
21E-70	16"	3	1600/1500/1200	20	1-2637; 3-2557	39.95

BERNS AIR KING

New

FAN — MOBILE PORTABLE CIRCULATOR WINDOW FAN

- For Exhaust or Intake Use
- Ventilates Entire House or Apartment
- Adjustable Height
- 3 Speeds
- 16-inch Blades — Quiet Operation
- 4-inch Rubber Wheels

Provides cool comfort throughout the home without installation. Easily moved from room to room on 4" rubber wheels for exhaust or intake use. As powerful night cooling fan it completely changes air in average apartment or small home within 2 minutes. Simple height adjustment reaches any standard window. 3 speeds permit degree of air circulation desired. 4 scientifically pitched and balanced aluminum blades and Venturi design scoop in large volumes of air with extremely quiet operation. Sturdy all metal construction. Handsome fan cabinet with steel wire mesh grill on both sides for safety. Hammertone Grey finish with chrome trim. Rubber cord and plug. 2273/2575 2000 CFM (induced air flow). Single phase 1/20 H.P. motor 60 cycle, 110 volts, AC only. U.L. approved. **One Year Guarantee.** 45 lbs pkd.
No. 21E-FM16.
Index 1-4995; 3-4685. LIST **69.95**

New

BERNS "DRI-AIRE" ELECTRIC DEHUMIDIFIER

- REMOVES EXCESS MOISTURE . . . 2 TO 3 GALLONS IN 24 HOURS
- DEHUMIDIFIES 10,000 CU. FT.

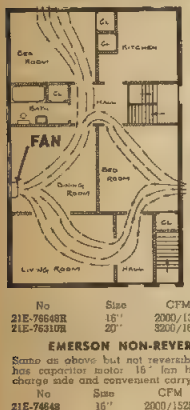
Economically protects valuables against rust and mildew. Eliminates clammy basements and other damp areas by removing excess moisture from the air. Efficiently dehumidifies average enclosed area up to 10,000 cubic ft. Removes 2 to 3 gallons of water every 24 hours (at 80° F, 70% relative humidity). Powerful refrigerating unit and scientifically designed aluminum fan blade operate whisper-quiet. Requires practically no servicing or maintenance. permanently oiled and hermetically sealed. 2-gallon rust-proof removable drawer type water container provided equipped with ½" fitting for permanent drain. Compact all steel cabinet in Hammertone Grey finish. Swivel-type rubber covered casters for portability. Rubber covered cord and plug. Freon 12 refrigerant. 13"x13"x33". Single phase ½ H.P. 60 cycle, 110 volts AC only. U.L. approved. 50 lbs. **5-YEAR GUARANTEE.**
No. 21E-DH10.
Index 1-10125; 3-9485. LIST **139.95**

ALL ITEMS (EXCEPT MANNING-BOWMAN FANS) NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

EMERSON ELECTRIC

16" REVERSIBLE MODEL

New EMERSON REVERSIBLE 2-SPEED PORTABLE 16 and 20-INCH WINDOW FANS



- **Adjustable Mounting Panels**
- **Electrically Reversible**
- **5-YEAR GUARANTEE**

For cooling single rooms, apartments or suites, etc. or sections of large homes. Flip of a switch reverses direction of blades quickly. The 16" fans have 4 overlapping type blades. 20" fans have 3 full type blades—both types provide large air delivery and quiet operation. Current saving capacity is not so well with add-on units and economical to operate. 2 speed pull switch and separate reversing switch. Quick reversing arrangements distribute cool air only require adjusting only once a season. Rugged metal construction with expanded metal ornamental grill. Equipped with adjustable panels to window from 23⅛" to 38" wide—and mounting chains for smaller or larger widths. Lustrous Ivory enamel finish 3-ft rubber cord and plug 60 cycle, 115 volts, AC only **5 Year Guarantee.**

No	Size	CFM	Net-Lbs.	Pkd	Index	List
21E-76648R	16"	2000/1350	29	44	1-3810; 6-3651	55.50
21E-76310R	20"	3200/1650	49	62	1-5183; 6-4967	75.50

EMERSON NON-REVERSIBLE 2-SPEED WINDOW FANS

Same as above but not reversible. 16" fan has shaded pole motor, 20" fan has capacitor motor. 16" fan has detachable spring safety guard on discharge side and convenient carrying handle. 2 speed pull switch. Ivory finish

No	Size	CFM	Net-Lbs	Pkd	Index	List
21E-76648	16"	2000/1525	29	44	1-3398; 6-3257	49.50
21E-746310	20"	3500/1925	49	62	1-4702; 6-4507	68.50

EMERSON 16-INCH JR. WINDOW FAN

Equipped with mounting panels which are adjustable 27½ to 36" in width. Specially wound motor will not interfere with radio. Oversize sleeve bearings. 4 overlapping type blades of aluminum. Fan size 16 in.—1 speed. Baked ivory enamel finish 2000 C.F.M. 115 volts 60 cycle 180 watts 1040 R.P.M. Complete with switch in 6 ft. cord. Safety guard **1 year guarantee.** 35 lbs.

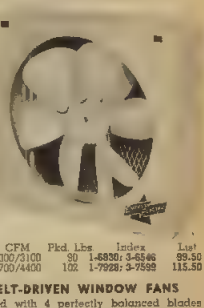
No. 21E3580.
Index 1-2574; 6-2467. LIST **37.50**

New EMERSON REVERSIBLE 2-SPEED BELT-DRIVEN WINDOW FANS

24" and 30" for Window or Attic Installation

5-YEAR GUARANTEE

Provides cool comfort in large apartments homes and business establishments. Designed to blow in or out at a flip of the switch. 2 speed pull switch and separate reversing switch. 4 perfectly balanced blades shaped and pitched for quiet, maximum air movement. Steel shaft operates in sleeve bearing pillow block. Friction V-type belt. Split-phase resistant (rubber) hub-mounted motor with oversize sleeve bearings and slotted base for adjusting belt tension. Firmly braced welded steel construction with rubber insulating seal and expanded metal grill. Chain and fittings for window mounting included. Ivory enamel finish with bright plated grill. 60 cycle 115 volts, AC only. **5-Year Guarantee.**



No	Size	H P	RPM	CFM	Pkd	Lbs.	Index	List
21E-76812R	24"	1/6	570/345	5000/3100	80	1-6830; 3-5546		99.50
21E-76815R	30"	1/4	470/310	6700/4400	102	1-7928; 3-7599		115.50

EMERSON NON-REVERSIBLE BELT-DRIVEN WINDOW FANS

Same as above but not reversible, and with 4 perfectly balanced blades for quiet, large volume air delivery. 2-speed pull switch. Ivory finish

No.	Size	H P	RPM	CFM	Pkd	Lbs.	Index	List
21E-756412	24"	1/6	550/345	5000/3100	88	1-6144; 3-5689		89.50
21E-756415	30"	1/4	495/310	6500/4000	100	1-7242; 3-6941		105.50

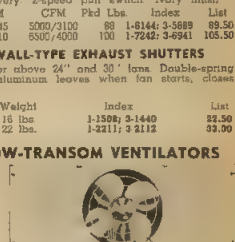
EMERSON AUTOMATIC WALL-TYPE EXHAUST SHUTTERS

Automatic spring-balanced type for above 24" and 30" fans. Double-spring counter-balancing action opens aluminum leaves when fan starts, closes them tightly when fan stops

No	For Fan Size	Weight	Index	List
21E-24-WS	24 in.	16 lbs.	1-1508; 3-1440	22.50
21E-30-WS	30 in.	22 lbs.	1-2211; 3-2112	33.00

EMERSON JR. WINDOW-TRANSOM VENTILATORS

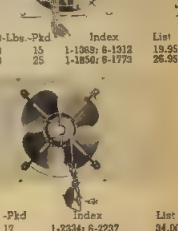
For inexpensive ventilation of kitchen, bedroom, lavatory, etc. Can be mounted in window or transom with only a screwdriver. **Complete with adjustable mounting panels** finished in Ivory Motor and blades in Bronze finish. 60 cycle, 115 volts, AC only. **One Year Guarantee.**



No.	Size	CFM	Width	Net-Lbs.	Pkd	Index	List
21E-3550P	10"	470	24" to 37"	10	15	1-1369; 6-1312	19.95
21E-3560P	12"	750	27" to 39"	18	25	1-1850; 6-1773	26.95

EMERSON KITCHEN VENTILATING FANS

Quiet type overlapping blades and slow speed fully enclosed motor. **Panel not included** can be mounted on panel board (adjustable metal panel available for 12" fan). Automatic shutters recommended where fan exhausts directly outdoors. 115 volts AC only **5-YEAR GUARANTEE.**



No	Size	CFM	Net-Lbs	Pkd	Index	List
21E-92646	12"	825	10	12	1-2334; 6-2237	34.00
21E-92648	16"	1550	18	21	1-3154; 6-3023	45.95

METAL ADJUSTABLE PANEL for above 12" fan. 27" to 39" wide 13 lbs. **No. 21E-5721. Index 1-618; 6-592** LIST **9.00**

ATTIC and WINDOW FAN TIMERS

Precision-built manually preset interval timer for direct motor control of window and attic fans. Automatically shuts off fan after pre-selected time. Easy-to-read, easy-to-set dial. Timing range from 0 to 20 hours. Capacity to ¾ H.P., at 115 volts, AC. 5¼x3¼x2¼ in. 1¾ lbs.

For Attic Fan—Wall type
No. 21E-AF21.
Index 1-598; 6-537. LIST **8.95**

For Window Fan—Plug-in type
No. 21E-PF21.
Index 1-663; 6-597. LIST **9.95**

FANS ON THIS PAGE NOT INCLUDED IN OUR PREPAID FREIGHT OFFER

HARRINGTON & RICHARDSON ARMS

QUALITY ARMS SINCE 1871—NATIONALLY ADVERTISED

Top Values in Fire Arms

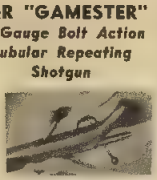
H&H "TOPPER"
Single Barrel Shotgun

- **WILL NOT SHOOT LOOSE**
- **AUTOMATIC EJECTION**
- **PERFECT BALANCE**

Combination of perfect balance and ideal weight enables shooter to swing gun naturally and easily on target. Hammer action — coil springs. Automatic ejector mechanism is powerful and never-failing. 28-in barrel made of strongest steel to withstand all factory loaded ammunition. Gun opens with right or left hand movement of top lever. Firing pin is seal retracting, eliminating breakage hazard. American walnut stock with hard rubber butt plate and full pistol grip. Crown-Lustre blue finished metal parts. Case hardened frame. 6 lbs. (Mfr's #48).

No 15S-9501. 12 gauge.
No 15S-9502. 16 gauge.
No 15S-9503. 20 gauge.
No 15S-9504. 410 gauge.
Index 1-1820. LIST **24.00**

H&R "GAMESTER"
12-Gauge Bolt Action Tubular Repeating Shotgun

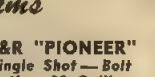


- **UNDER-FORESTOCK LOADING**
- **AUTOMATIC EJECTION**

12 gauge single barrel shotgun with bolt action repeating action. The gun that's better balanced better proportioned lighter and easier to handle. 3-shot tubular magazine. Faster easier under forestock loading a quality feature found only on guns costing many times more. Chambered for 2¾-in shells. Has side thumb safety, new automatic shell, ejector, non-glare bead iron sight. 48½-in. overall. Hand-rubbed, oil-finished American walnut stock. Easy to handle — weighs only 7¼ lbs.

No 15S-9505. (#2368)
Index 1-2635 LIST **32.95**

H&R "PIONEER"
Single Shot — Bolt Action .22 Caliber Rifle



- **REDI-FEED LOADING PLATFORM**
- **SELF-COCKING**
- **SIDE THUMB SAFETY**
- **HOODED SIGHT**

Has exclusive "Redi-feed" drop-in loading platform. Drop in cartridge and close bolt—no fumbling or fitting cartridge in chamber. Hooded front sight makes it easy to hold gun on target. Bolt action, self-cocking. Live shells may be ejected from chamber even when rifle is cocked. .22 caliber chambered for long rifle, long or short, regular or high speed. 24-in tapered, high tensile strength steel barrel, with crowned muzzle. Side thumb safety contoured closely to stock prevents accidental release. Length 41 in. Hand-rubbed stock. 7 lbs.

No 15S-9506. (#2765)
Index 1-1240 LIST **15.50**

H&R "PLAINSMAN"
.22 Caliber — Bolt Action — Repeater Rifle

- **MAGAZINE EJECTOR**
- **STREAMLINED, DEPENDABLE ACTION**
- **COTTONTAIL FRONT SIGHT**

5 shot clip magazine is flush to stock eliminating snags on clothing, etc. Faster re-loading. Move ejector lever forward and magazine is pushed out—no prying or broken fingernails. Bolt action, magazine-fed repeater. Crisp trigger pull. Perfect balance. Adjustable open rear sight and Cottontail beaded front sight gives sighting equipment for the closest shooting. Barrel's precision rifling assures absolute accuracy. 24-in tapered barrel with crowned muzzle. Special high tensile strength steel. Chambered for .22 caliber long rifle, long or short regular or high speed. Stock of hand-rubbed, oil-finished, American walnut. Length 40½ in. 7 lbs.

No. 15S-9507. (#2885).
Index 1-1800. LIST **22.50**

MARBLE'S OUTING EQUIPMENT

"IDEAL" HUNTING KNIFE

A utility knife—Ideal for heavy duty. 7" blade is forged from high grade cutlery steel, expertly tempered, polished and sharpened to a keen edge. Hollow grinding provides proper balance for weight and ease. All parts held rigidly in place by brass nut sunk into tip engaging threaded tang. Washers made of sole leather, red and black fibre and brass are driven onto heavy tang. Leather handle, brass hill, plastic tip. Complete with leather sheath. (Mfr's #45-7).

No 15S-9905.
Index 1-367. LIST **5.50**

3-PIECE OUTING SET

Consists of **Staghorn Woodcraft Knife** in leather sheath (shown on this page). Waterproof Match Box and Waterproof Pin-on Compass. **Match Box** keeps matches dry and ready for instant use. Easily carried in pocket. Made of seamless drawn brass, heavily nickeled with rubber gasket in cover ¾ inside diameter. Has handy ring for fastening to belt or chain. **Compass** fastens securely to coat vest or sleeve—in plain view at all times. Revolving dial protected by 1½" polished brass waterproof screw case with unbreakable crystal. Agate jewel. Set packed in attractive case.

No. 15S-9902 (#305)
Index 1-500 LIST **7.50**

2-PIECE OUTING SET

Consists of Waterproof Pocket Compass and Waterproof Match Box. **Compass** is small enough to be carried in vest pocket or vest. Stationary dial with arrow indicator protected by polished and decorated brass waterproof screw case with unbreakable crystal. Agate jewel. **Match box** keeps matches dry and ready for instant use. Easily carried in pocket. Made of seamless drawn brass, heavily nickeled, with rubber gasket in cover ¾ inside diameter. Has handy ring for fastening to belt snap or chain—aids in opening when hands are cold. Set packed in attractive case. (#301)

No 15S-9901.
Index 1-167. LIST **2.50**

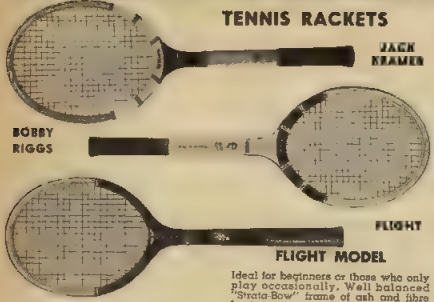
STAGHORN WOODCRAFT KNIFE

Sturdy Knife with 4½" high grade tempered steel blade. Handle is composed of carefully selected genuine staghorn, brass and fibre washers. Brass bolster. Genuine staghorn tip. Complete with leather sheath. (#50).

No 15S-9904
Index 1-300. LIST **4.50**

WILSON SPORTS EQUIPMENT

TENNIS RACKETS



Jack Kramer Aer-Fio

Recommended by Jack Kramer. 8 ply ash with 3 red fibre strips in bow. 18 main strings. Center shoulder overlay. Painted white from top of grip to top shoulder bindings. Good quality perforated black leather grip. Strung with multi-ply Nylon.
No. 85-5801. (#T 2822)
Index 1-715 LIST **11.00**

Bobby Riggs Golden State

Strata-Bow frame of white ash with red and blue fibre laminations. Shoulders have blue overlay. Throat and handle finished in white. Blue and white fiberoid bindings on throat and shoulders. High grade black calfskin perforated grip. Strung with Nylon Monofilament.
No. 85-5802 (#T-2334).
Index 1-695 LIST **10.00**

FLIGHT MODEL

Ideal for beginners or those who only play occasionally. Well balanced "Strata-Bow" frame of ash and fibre laminations, attractively finished with red handle, throat and shoulders. Trimmed with black, white and red fibreloid bindings on shoulders and throat. Calfskin grip. Strung with Nylon Monofilament.
No 85-5803 (#T-2436).
Index 1-475. LIST **7.00**

WILSON TENNIS BALLS

Wilson Championship natural rubber tennis balls are packed in vacuum-sealed metal cans ... 3 to a container. Sold in dozen lots only.
No. 85-5804. (#T-1020).
Index 1-645. LIST each **75¢**

BASEBALL GLOVES

Professional Ball Hawk "3"

Has new, one-piece pitcher's type web for concealing ball. Very popular with major league pitchers and widely used by infielders. Medium size of good quality sturdy glove cowhide, with welted palm and thumb. Jute felt padding. Fully oiled. Flat style binding. Adjustable leather wrist strap.
No. 105-7001. Right handed (#A2250).
No. 105-7002. Left-handed (#A2252).
Index 1-580 LIST **8.50**

Youth's Trapper Basemen's Mitt

Patterned after the professional model that's number one choice with first basemen in the big leagues and organized ball, except designed for younger players. Gives freer action of all fingers. Hand in mitt reacts automatically, closing over ball at impact. Made of good grade, tan color cowhide. Fully oiled. Felt pad, fibre reinforced thumb and finger sections. Greased set pocket. Rawhide leather laced edge. Adjustable leather laced wrist strap.
No 105-7005 Right-handed (#A2680)
No 105 7006 Left-handed (#A2682).
Index 1-827. LIST **12.50**

MARINE ACCESSORIES

TA-PAT-CO STAY-A-FLOAT

Stay-A-Float protects while it teaches can't sink, leak or puncture. Ideal protection when children are enjoying water sports. In addition to the protection offered, it is the perfect swimming aid. Filled with new Java Kapok. Cannot slip up or down or come off accidentally.
No 125-7701. Size 0, 2 to 4 yrs. (#180).
Index 1-232. LIST **4.20**

Snug fitting, soft, comfortable and durable. Crotch straps can be quickly adjusted for comfort.
No 125-7702. Size 1, 4 to 7 yrs. (#181).
Index 1-279. LIST **4.65**

Filled with New Java Kapok, six times more buoyant than cork.
No 125-7703 Size 2, 7 to 12 yrs. (#182).
Index 1-331. LIST **5.35**

COMFORTABLE BOAT CUSHIONS

Ta-Pat-Co buoyant life-saving cushions make attractive additions to any boat owner's equipment. Hand filled with new Java Kapok. United States Coast Guard Approved. Covered with an excellent grade of soft leatherette in choice of three beautiful marine designs. Size 16x16x2 inches. Government Approved.
No 125-7704 (#26SB).
Index 1-303 LIST **5.05**

TA-PAT-CO LIFE PRESERVER VEST

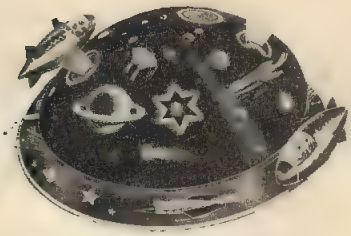
UNIVERAL SIZE FOR 38 TO 46 INCH CHEST

A patented easy fitting light weight, flexible life-save vest for all sports on water. Filled with New Java Kapok for buoyancy. Puncture proof and dependable. Decreases marine hazards and makes boating enjoyment more complete. Blue color. Adjustable.
No 125-7705 (#10A)
Index 1-537. LIST **8.95**

DELUXE SWIVEL MODEL

An amazingly comfortable seat, equal to any swivel chair. Flexible steel back turns in any direction. Ideal for casting, still fishing and running the outboard. Fits any boat. All steel seat with inlaid cork for added comfort. Fits the individual back perfectly. Put on or taken off any boat seat in a Jiffy, with adjustable screw clamps and hooks. Ball bearing swivel carriage permits seat to be turned completely around. Easy to turn where the fish are biting ... seat swings quickly with casting motion. Built of pressed steel attractively finished in green enamel and cadmium plate. Folds flat.
No 15-889 (#W-3).
Index 1-537 LIST **8.95**

MECHANICAL TOYS



PLANETARY SPACE SHIP

Here it a toy with true futuristic design. Two Space Ships with strong spinning motors revolve along with center dome around stationary base. Sparks eject between base and dome. Interior of dome illuminated in color by sparks. Size 11¼" diameter, 5" high. Colorfully lithographed. Twelve per carton.

No. 54250 — Mfr. No. 2050
UNIQUE ART MFG CO.

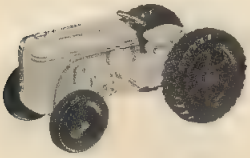
Dealer Price ..... E31-62 R
Suggested Retail Price ..... $2.49 ea.
Inv _____ **Pur.** _____

MOT-O-RUN EXPRESS HI-WAY

Watch the cars zip around the magic hi-way. They run uphill, downhill and on the level. They pass each other, snarl and even crash. Cars driven by an extremely rapid vibration of the track. Power by an electric unit. Seven cars included. 27" x 8⅜". Six to carton.

No. 54254—Mfr. No. 1000
LOUIS MARX AND COMPANY

Dealer Price ..... E83-90 T
Suggested Retail Price ..... $5.95 ea.
Inv. _____ **Pur.** _____



PLASTIC TRACTOR

Green plastic with realistic detailing of engine, chassis, hood and seat. Trailer hitch on rear. Black rubber wheels. Rear tires treaded, front tires grooved. Tractor is 5½" long. Packed 12 per carton.

No. 54257—Mfr. No. 328
HUBLEY MANUFACTURING CO.

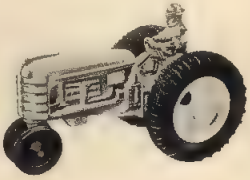
Dealer Price ..... 12-33 Y
Suggested Retail Price ..... $ .49 ea.
Inv. _____ **Pur.** _____

CLIMBING TRACTOR

Constructed of steel. Equipped with rubber treads, driver in seat, hook at rear, brake. Clockspring motor furnishes power to climb steep grades and pull heavy loads. Harmless sparks emitted from exhaust pipe. 8¾" x 4½" x 4¾". 12 in carton.

No. 54260—Mfr. No. 904
LOUIS MARX & CO.

Dealer Price ..... R81-30 Q
Suggested Retail Price ..... $1.98 ea.
Inv _____ **Pur.** _____



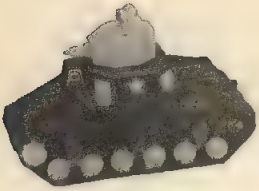
METAL TRACTOR

Made of die cast metal in simulation of real farm tractor. Rubber wheels with painted disc. Length, 7½". Tractor is red. Man is blue. One in a box. One dozen to a carton.

No. 54261★—Mfr. No. 473
HUBLEY MANUFACTURING CO.

Dealer Price ..... E2-65 A
Suggested Retail Price ..... $ 98 ea.
Inv. _____ **Pur.** _____

MECHANICAL TOYS

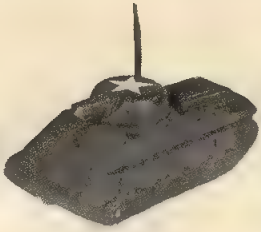


RUBBER ARMY TANK

Authentic miniature rubber tank 6" long finished in Army drab. Has great detail such as four guns, bogey wheels, revolving turret, etc. Packed 1 dozen to carton

No. 54262—Mfr. No. 12015
SUN RUBBER CO.

Dealer Price ..... L8-44 E
Suggested Retail Price ..... $ .69 ea.
Inv. ____ Pur ____

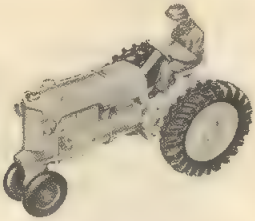


SPARKLING TANK

Constructed of plastic in khaki color. Gun protrudes from turret and harmless sparks are emitted as tank proceeds along. Has rubber radio aerial. Powered by a strong friction motor. 4½" long, 2" wide, 2⅛" high. 24 to carton.

No. 54263—Mfr. No. 1536
LOUIS MARX & CO.

Dealer Price ..... S7-43 V
Suggested Retail Price $ .65 ea.
Inv. ____ Pur. ____

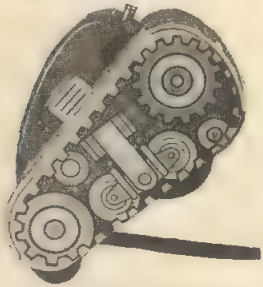


RUBBER TRACTOR

Large rubber M-M tractor with red body, silver engine and blue and silver trim. Driver and tractor are realistically detailed. Measures 7⅜" long, 5" high, 3⅞" wide. Packed 12 per carton.

No. 52464—Mfr. No. 562
AUBURN RUBBER CO.

Dealer Price ..... E3-52 V
Suggested Retail Price $ 79 ea.
Inv ____ Pur. ____

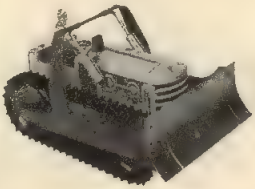


TURNOVER TANK

Miniature lithographed tank in camouflaged design. When wound, tank turns completely over and over again to its original position. Continues to run in same direction. Size 4" long, 2⅜" wide, 2¾" high. Packed one in a box. One dozen to a shipping carton

No. 54266—Mfr. No. 364
LOUIS MARX & CO.

Dealer Price ..... O5-65 L
Suggested Retail Price $ .98 ea.
Inv. ____ Pur. ____

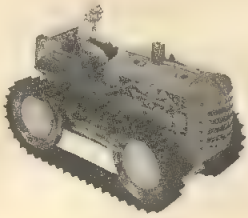


HYDRAULIC TRACTOR

Replica of powerful Bulldozer Tractor. Has rubber tractor treads and clockspring motor, which enables it to climb steep inclines and push and pull loads. Manually operated hydraulic action lift. Sparks emitted from the exhaust pipe. 10½" long. Six to carton.

No. 54268—Mfr. No. 4554
LOUIS MARX & CO.

Dealer Price ..... N42-60 H
Suggested Retail Price ..... $3.98 ea.
Inv. ____ Pur. ____



CLIMBING TRACTOR

Caterpillar diesel tractor made of steel. Equipped with wide rubber treads which enable tractor to climb grades and pull loads. Strong clockspring motor with brake. Sparks emitted from exhaust 10¾" x 4⅝" x 6¼". Dozen per carton.

No. 54270—Mfr. No. 954
LOUIS MARX & CO.

Dealer Price ..... C41-82 K
Suggested Retail Price $2.79 ea.
Inv. ____ Pur. ____

RACERS OF ALL TYPES

HOT ROD SET

Colorful display carton contains a set of three Hot Rod racers made of plastic in assorted colors. Each racer has a friction motor

No. 54859★— Mfr. No. 600

LINCOLN LINE, INC.

Dealer Price	C6-39 N
Suggested Retail Price	$ .59 ea.
Inv._____ Pur.	

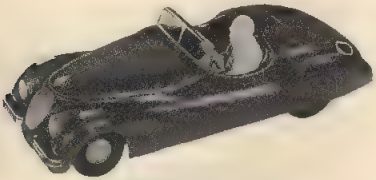
FLASHING HOT ROD

Made of lithographed steel with transparent hood. Four bulbs under hood flash when car moves simulating firing action. Uses flashlight battery. 11¼" long. Friction motor Twelve in carton

No. 54860 — Mfr. No. 546

LOUIS MARX & CO.

Dealer Price	B31-43 X
Suggested Retail Price	$1 98 ea
Inv._____ Pur_____	



JAGUAR FRICTION CAR

As this plastic racer moves, sparks fly from the rear Has friction motor and rubber wheels. Red finish. Hood lifts to show simulated motor 9" long.

No. 54862★— Mfr. No. 700

SAUNDERS TOOL & DIE CO.

Dealer Price	E5-84 P
Suggested Retail Price	$1 29 ea
Inv._____ Pur	

VIZY VEE STOCK CAR

As this plastic stock car racer moves along, colorful simulated pistons move up and down in visible motor block. Assorted colors. 9¼" long, 3½" high, 3¾" wide. Twelve per carton.

No. 54863★— Mfr. No. 6564

NOSCO PLASTICS CO.

Dealer Price	D21-62 S
Suggested Retail Price	$2.49 ea
Inv._____ Pur	

STOCK CAR

In trunk of this car are spare tire, jack and wrench for changing tire. Under hood are removable air filter, engine head, battery, fan and block. Plastic with rubber tires. 11¾" long. Twelve in carton

No. 54864★— Mfr. No. 51

LINCOLN LINE, INC.

Dealer Price	K81-10 J
Suggested Retail Price	$1.69 ea
Inv._____ Pur._____	

HOME DEFENSE TRUCK

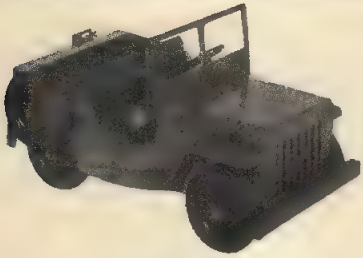
Plastic construction with friction motor. Has swivel cannon that shoots shells, 2 ladders Has rubber wheels. 15" long, 3¾" wide, 5" high. 6 per carton.

No. 54868—Mfr. No. 1538

LOUIS MARX & CO.

Dealer Price	B31-36 Q
Suggested Retail Price	$1.98 ea.
Inv._____ Pur.	

JEEPS AND TRUCKS



PLASTIC JEEP

Khaki colored plastic U. S. Army jeep with movable windshield and rubber tires. Has detailed embellishments. 8¾" long, 5¼" wide, 4⅜" high. Twelve per carton.

No. 54873 — Mfr. No. 2322

LOUIS MARX AND CO.

Dealer Price	W4-91 G
Suggested Retail Price	$1.39 ea.
Inv.	Pur.

WILLY'S JEEP

Replica of world famous military Willy's Jeep made of steel with movable windshield and hood. Has dummy lights, bumper and spare wheel. 11" long, 5½" wide, 5¾" high. 12 to carton.

No. 54879—Mfr. No. 868

LOUIS MARX AND CO.

Dealer Price	K71-17 W
Suggested Retail Price	$1.79 ea.
Inv	Pur.

WRECKER TRUCK

Has sturdy clock spring motor with brake. All metal with 6 rubber wheels. Front wheels adjustable. Has operating winch, with steel chain, tow chain. 12⅛" long, 5⅝" wide, 5-3/16" high. 6 to carton.

No. 54881 — Mfr. No. 822

STRUCTO MFG. CO.

Dealer Price	S72-65 F
Suggested Retail Price	$3.98 ea.
Inv	Pur.

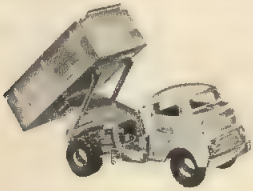
STEEL CARGO TRAILER

Chassis is aluminum, trailer is steel. Has retractable dolly wheels, 14" floating tandem duals, rubber wheels. 20¾" long, 5⅝" wide, 5⅜" high. One in carton.

No. 54882 - Mfr. No. 702

STRUCTO MFG. CO.

Dealer Price	Z43-13 H
Suggested Retail Price	$4.69 ea.
Inv	Pur



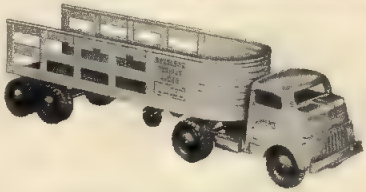
HI - LIFT DUMP TRUCK

Hi lift dump body raised by crank. Has 6 rubber wheels, clock spring motor. All metal. 12½" long. 5⅝" wide, 5-1/16" high. 6 to carton.

No. 54883★— Mfr. No. 844

STRUCTO MFG. CO.

Dealer Price	K32-65 T
Suggested Retail Price	$3.98 ea.
Inv	Pur



OVERLAND FREIGHT TRAILER

Trailer is 14 gauge stakes, aluminum chassis. Retractable dolly wheels, 14" floating tandem, dual rubber wheels. 20¾" long, 5⅝" wide, 5⅜" high. 1 in carton.

No. 54884—Mfr. No. 704

STRUCTO MFG. CO.

Dealer Price	B73-13 J
Suggested Retail Price	$4.69 ea.
Inv.	Pur.

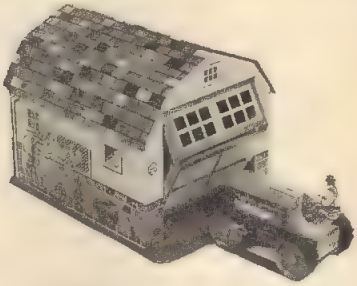
MECHANICAL TOYS

SPARKLING FIGHTER TANK

As tank rolls along making machine gun sounds, turret opens intermittently and soldier pops up then disappears. Tank emits sparks from turret gun. Strong clock spring motor. Tank automatically turns, running in triangle. Measures 10" long, 4⅛" wide, 5¼" high. Twelve per carton.

No. 54276 — Mfr. No. 3900
LOUIS MARX AND COMPANY

Dealer Price F21-62 V
Suggested Retail Price $2.49 ea
Inv ____ **Pur.** ____



AUTOMATIC BARN AND TRACTOR

When tractor approaches barn, overhead door on barn raises to permit entry. Barn is of lithographed steel. Tractor is made of plastic with rubber treads and clockspring motor with brake. Barn is 10⅝" long, 8¼" wide, 7¾" high. Tractor is 7" long, 4" wide, 4½" high. Six per carton.

No. 54277 — Mfr. No. 3310
LOUIS MARX AND COMPANY

Dealer Price C71-88 R
Suggested Retail Price $2.89 ea.
Inv. ____ **Pur.** ____

ROCKETANK

Made of very tough, colorful plastic with green rubber turret. Plastic rockets are inserted in gun of tank. By tapping on rubber turret, rockets are caused to shoot out gun. Rockets can be shot short or long range. Includes two rockets. Each in box. Seventy-two per carton

No. 54278
MAC-REY CORPORATION

Dealer Price T3-58 C
Suggested Retail Price $ .89 ea
Inv. ____ **Pur** ____

MECHANICAL FARM WAGON

Strong motor in body of horse causes horse to move along with the gait speed of a farm horse, pulling wagon. Horse and wagon are made of tough, durable plastic, and realistically colored. Measures 10¾" long, 3¾" wide, 5½" high. Packed 12 per carton.

No. 54292★ — Mfr. No. 34
WOLVERINE SUPPLY & MANUFACTURING CO.

Dealer Price P41-30 V
Suggested Retail Price $1.98 ea.
Inv ____ **Pur** ____

MECHANICAL TOYS

SULKY RACER

Striking in performance! Striking in realism! Motions of horse's legs duplicates true-to-life trotter's gait. Horse, sulky and driver are fashioned of durable plastic; colorful, complete in detail. Sturdy, metal motor in horse. Sell-on-sight attractive individual box. Overall length 8¾".

No. 54307 — Mfr. No. 23
WOLVERINE SUPPLY & MFG. CO.

Dealer Price _____ G71-30 A
Suggested Retail Price _____ $1.98 ea.
Inv. _____ **Pur.** _____

GOOFY GARDNER

Goofy, with his legs moving in realistic fashion, pushes 3-wheel garden cart. Goofy is made of plastic. Powered by long running spiral spring motor. Goofy proceeds along in a very comical manner. Size is 9" long, 7⅞" high, 4¼" wide Packed one dozen per carton.

No. 54315 — Mfr. No. 198
LOUIS MARX AND COMPANY

Dealer Price _____ K8-97 C
Suggested Retail Price _____ $1.49 ea.
Inv. _____ **Pur.** _____

CLIMBING FIREMAN

Mechanical fireman, with clock spring motor, climbs metal ladder, step by step to top. Ladder is 22⅞" high. Twelve per carton.

No. 54295—Mfr. No. 402
LOUIS MARX AND COMPANY

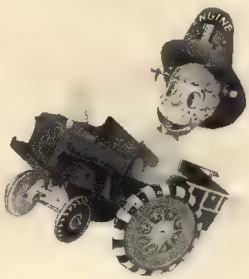
Dealer Price _____ Y4-97 B
Suggested Retail Price _____ $1.49 ea.
Inv. _____ **Pur.** _____

FUNNY FIREMAN

When spring motor is wound, fireman dashes around in circles, up and down, with hat flying. 6¾" long, 7" high. Twelve per carton.

No. 54310—Mfr. No. 746
LOUIS MARX AND COMPANY

Dealer Price _____ T5-85 M
Suggested Retail Price $1.29 ea.
Inv. _____ **Pur.** _____

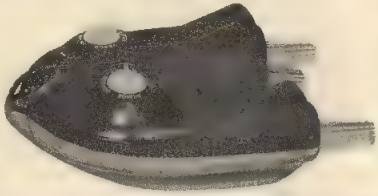


SPARKLING SPACE SHIP

A plastic space ship with friction motor that shoots sparks from rear jet. Latest space idea design in tough, durable plastic. Size is 8" long, 5¼" wide. Realistically designed with controls, pilots, etc.

No. 54324 — Mfr. No. 688
IRWIN CORPORATION

Dealer Price _____ L1-97 N
Suggested Retail Price $1.49 ea.
Inv. _____ **Pur.** _____



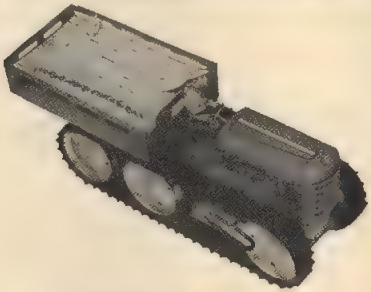
MECHANICAL TOYS

TRACTOR WITH HIGH LIFT

Heavy gauge steel tractor with oversize rear wheels, twin front wheels. High lift scoop loader with levers for raising lowering and dumping. Tractor is realistically detailed and colored. Ratchet simulates sound of motor when tractor is pulled. Measures 16½" long, 7⅞" wide, 7" high. Twelve per carton

No. 54269 — Mfr. No. 1740
LOUIS MARX AND COMPANY

Dealer Price ..... 182-27 N
Suggested Retail Price ..... $3.49 ea
Inv. _____ Pur _____



REVERSIBLE TRACTOR TRUCK

Six wheel tractor truck equipped with rubber treads, and clock spring motor. Can climb steep inclines, has brake for stopping and reversing lever, enabling tractor to operate forward or in reverse. Equipped with large stake body and farm tools. Constructed of steel. Key attached 13¾" long. Six per carton.

No. 54271 — Mfr. No. 4628
LOUIS MARX AND COMPANY

Dealer Price ..... U32-60 N
Suggested Retail Price ..... $3.98 ea.
Inv. _____ Pur. _____

MECHANICAL SPARKLING TRACTOR AND TRAILER

A fascinating mechanical toy for children of any age. An all metal set. Has durable winding mechanism, rubber treads and trailer to pull loads. Harmless sparks shoot out of stack on hood. Individually boxed. Packed 3 and 6 dozen to carton.

No. 54265 — Mfr. No. 605
RANGER STEEL PRODUCTS

Dealer Price ..... S8-65 M
Suggested Retail Price ..... $ .98 ea.
Inv. _____ Pur. _____

RUBBER SCOUT CAR

Made of rubber with Army drab finish, silver trim. Authentically detailed with 4 soldiers and guns, radio, etc. Measures 6¾" long. Rubber wheels, steel axles. Dozen per carton.

No. 54274 — Mfr. No. 12014
SUN RUBBER COMPANY

Dealer Price ..... X7-44 K
Suggested Retail Price ..... $ .69 ea.
Inv. _____ Pur. _____

SUPER BATTLE TANK

Built like a battle tank with strong friction motor. Made of plastic in Army color. Will climb over difficult terrain. Has revolving turret. 8" long.

No. 54280—Mfr. No. 600
SAUNDERS TOOL & DIE CO.

Dealer Price ..... L81-30 G
Suggested Retail Price ..... $1.98 ea.
Inv. _____ Pur. _____

MECHANICAL TOYS

TANK AND GUN CARRIER

This assortment contains latest type Army tank and gun carrier made of plastic in khaki color. Powered by friction motor. Sparks are emitted as vehicles roll along. Realistic detail. 7½" long, 4" wide, 3½" high. 24 per carton.

No. 54267 — Mfr. No. 0737
LOUIS MARX & CO.

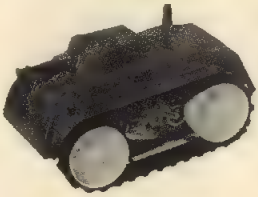
Dealer Price ..... R6-97 K
Suggested Retail Price ..... $1.49 ea.
Inv. ..... Pur. .....

MICKEY MOUSE TRACTOR

Colorful rubber tractor with Disney's Mickey Mouse in driver's seat. Tractor is 4¾" long by 4-7/16" high. Beautifully finished and detailed. Packed 12 per carton.

No. 54275—Mfr. No. 12020
SUN RUBBER CO.

Dealer Price ..... B5-39 F
Suggested Retail Price ..... $ .59 ea.
Inv. ..... Pur. .....

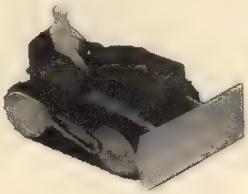


CLIMBING TANK

Mechanical Army climbing tank made of plastic in Army colors. Long running motor with brake and key attached. Has rubber treads. Measures 5¾" long, 3½" wide, 3" high. Twelve per carton

No. 54286—Mfr. No. 462
LOUIS MARX & CO.

Dealer Price ..... Q5-58 M
Suggested Retail Price ..... $ .89 ea.
Inv. ..... Pur. .....



CLIMBING TRACTOR

Diesel type climbing caterpillar tractor with rubber treads and scraper. Sturdily made of plastic and lithographed steel. Has spring motor. Sparks emit from exhaust pipe. 6¾" long, 4⅛" wide, 3¼" high. Twelve per carton.

No. 54289—Mfr. No. 1314
LOUIS MARX & CO.

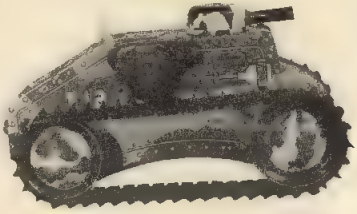
Dealer Price ..... D9-78 P
Suggested Retail Price ..... $1.19 ea.
Inv. ..... Pur. .....

CLIMBING SPARKLING TANK

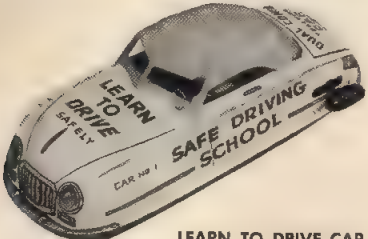
Powerful clockwork motor enables tank to climb steep grades. Guns on each side of turret emit harmless sparks as tank rolls along. Tank makes machine gun noise. Made of lithographed steel. Has hook at rear. Measures 9½" long, 5¼" wide, 5¼" high. Six per carton

No. 54294 — Mfr. No. 1954
LOUIS MARX & CO.

Dealer Price ..... K91-95 W
Suggested Retail Price ..... $2.98 ea.
Inv. ..... Pur. .....



CARS AND TRUCKS



LEARN TO DRIVE CAR

Made of steel in modern design. Has powerful spring motor. Will not run off edge of any flat surface. Will do other tricks. 6¾" long, 2¾" wide, 2⅛" high. 24 per ctn.

No. 54888—Mfr. No. 172 T

LOUIS MARX & CO.

Dealer Price ..... A3-65 H
Suggested Retail Price ..... $ .98 ea.
Inv. ..... Pur. .....

WRECKER

Plastic wrecker with rubber tires. Has lift-up hood with simulated motor underneath. Crank raises or lowers hook. 5¼" long. Three dozen per carton.

No. 54891 — Mfr. No. 323

HUBLEY MANUFACTURING CO

Dealer Price ..... Z9-33 E
Suggested Retail Price ..... $ .49 ea.
Inv. ..... Pur. .....

SPARKLING POLICE CAR

Riot car speeds along with siren wailing and machine gun sparkling. Plastic construction. Steel reinforcing—enclosed motor. Friction motor propels car and activates siren. Sparks emitted from machine gun. 9⅛" long, 4" wide, 2⅞" high. 12 to carton.

No. 54894—Mfr. No. 1581

LOUIS MARX & CO.

Dealer Price ..... R2-91 J
Suggested Retail Price ..... $1.39 ea.
Inv. ..... Pur. .....

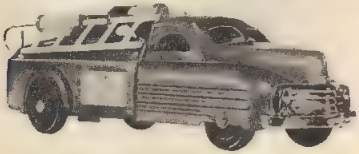
COAL DUMP TRUCK

Coal dump truck made of heavy gauge steel, finished in baked enamel. Body is lithographed with "COAL" on one side, "COKE" on the other. 12⅞" long, 4½" wide, 4¾" high. 24 to carton.

No. 54899—Mfr. No. 624

LOUIS MARX & CO.

Dealer Price ..... G3-65 L
Suggested Retail Price ..... $ .98 ea.
Inv. ..... Pur. .....



FIRE HOSE & WATER PUMPER

All metal fire truck with two removable ladders and hose that actually squirts water. 12½" long, 4" wide, 4" high. Twelve per carton

No. 54897★— Mfr. No. 331

BUDDY "L" SALES CO.

Dealer Price ..... C3-84 R
Suggested Retail Price ..... $1.29 ea.
Inv. ..... Pur. .....

REAR STEER HOOK & LADDER

Semi-trailer hook and ladder unit has rear steering tiller that works. Has 2 ladders and extinguisher that squirts water 20¼" long, 4¾" wide, 5¾" high. One in carton.

No. 54898—Mfr. No. 411

BUDDY "L" SALES CO.

Dealer Price ..... Y71-95 Q
Suggested Retail Price ..... $2.98 ea.
Inv. ..... Pur. .....

TRUCKS OF ALL KINDS

MOTOR EXPRESS TRUCK

Metallic plastic tractor with red cab. Cab lifts off revealing detailed V-8 engine. Trailer is easily removed. Doors open and close, dolly wheels swing down. Rubber wheels. 12½" long. Twelve in carton.

No. 54903★ — Mfr. No. 352

HUBLEY MANUFACTURING CO.

Dealer Price E41-10 Y
Suggested Retail Price $1.69 ea.
Inv. **Pur.**

HI-WAY VAN TRUCK

Cab and chassis constructed of heavy gauge steel finished in bright baked enamel colors. The enclosed van body made of steel. Hinged door on rear. 16¼" x 5" x 5". 12 per carton.

No. 54904 — Mfr. No. 786B

LOUIS MARX AND COMPANY

Dealer Price X2-91 D
Suggested Retail Price $1.39 ea
Inv. **Pur.**

PICK-UP & DELIVERY TRUCK

Extra large delivery body contains oil drum bank. Has chain across rear. Metal construction. 13¼" long, 4½" wide, 4" high. Twelve per carton.

No. 54909 — Mfr. No. 313

BUDDY "L" SALES CO.

Dealer Price D7-84 V
Suggested Retail Price $1.29 ea.
Inv **Pur**

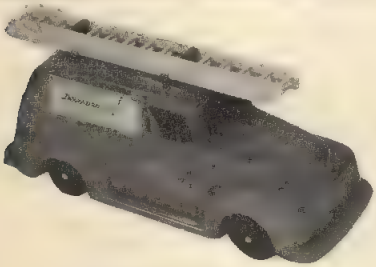
TELEPHONE & TV TRUCK SET

Realistically detailed telephone truck and TV truck made of plastic. Both trucks have powerful recoil motors. Packed in open face display box. Twelve per carton.

No. 54913 — Mfr. No. 800

LINCOLN LINE, INC.

Dealer Price L9-65 A
Suggested Retail Price $ .98 ea.
Inv. **Pur.**



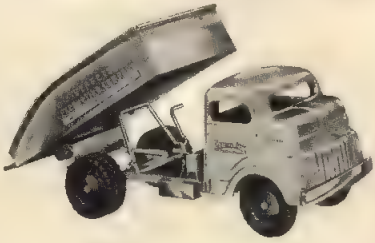
RCA TELEVISION CAR

Modern replica of RCA service car. Made of plastic with authentic decals. Metal Base. Rear door opens. Extension ladder on roof. 8⅜" long. Twelve per carton

No. 54911 — Mfr. No. 1431

LOUIS MARX AND COMPANY

Dealer Price R3-43 N
Suggested Retail Price $ .69 ea.
Inv **Pur.**



SHOVEL DUMP TRUCK

Metal construction. Orange cab, blue body, aluminum chassis. Body raised by crank. 6 rubber wheels. 12¾" long, 5⅝" wide, 5" high. Six per carton

No. 54912 — Mfr. No. 605

STRUCTO MANUFACTURING CO.

Dealer Price K82-20 W
Suggested Retail Price $3.19 ea.
Inv **Pur.**

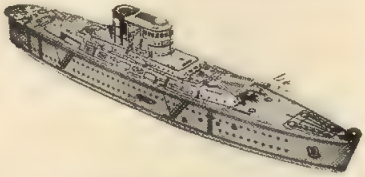
MECHANICAL TOYS

DIVING SUBMARINE

Constructed of heavy gauge metal—brightly lithographed. This clever submarine dives down into water and rises out of water according to adjustment of fins. Durable, easy to wind motor. 13½" long. Twelve per carton

No. 54208 — Mfr. No. 5-87
WOLVERINE SUPPLY & MFG CO.

Dealer Price	R71-08 H
Suggested Retail Price	$1.69 ea.
Inv _____ Pur.	_____



SPARKLING FRICTION WARSHIP

Ship propelled along by easily operated friction motor. When in motion ship emits harmless sparks from gun turrets. Proceeds along on concealed wheels. 14¾" long, 2½" wide, 3¼" high. Dozen per carton.

No. 54209—Mfr. No. 387
LOUIS MARX AND COMPANY

Dealer Price	E6-74 M
Suggested Retail Price	$ .98 ea.
Inv._____ Pur._____	

LOOP - A - LOOP

Car starts from top of track, zooms down grade, does a complete somersault in center loop and climbs other track to the end. Tracks move up and down. Has spring motor and bell. 19" long, 5¼" high. Six per carton.

No. 54224★ — Mfr. No. 30
WOLVERINE SUPPLY & MFG CO.

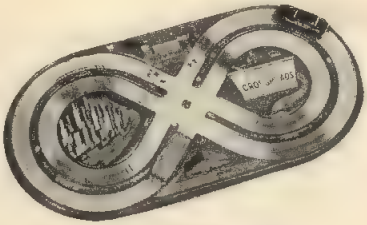
Dealer Price	W51-95 B
Suggested Retail Price	$2.98 ea.
Inv _____ Pur._____	

MECHANICAL TRAIN ON BASE

Complete train layout with track permanently imbedded in lithographed landscape. Train has spring wound motor and includes tender, log car with logs and caboose. Base has tunnel, station and post office building. Twelve per carton

No. 54245 — Mfr. No. 400
RANGER STEEL PRODUCTS CORP.

Dealer Price	M61-30 C
Suggested Retail Price	$1.98 ea.
Inv._____ Pur._____	



MAGIC CROSSROADS

Two cars whizz around road layouts that cross. Just as cars head for a collision, they are stopped as if by magic. Beautifully lithographed detailed base measuring 18½" x 9½". Packed two dozen to shipping carton.

No. 54248★ — Mfr. No. 370
AUTOMATIC TOY CO.

Dealer Price	K41-30 A
Suggested Retail Price	$1.98 ea.
Inv._____ Pur.	_____

MECHANICAL TOYS

MOODY MUTT

An all plastic dog that fits into your hand. He has a lovable expression on his face. When front feet are pulled back like a trigger, he becomes a ferocious hound, showing his teeth. Packed 12 per carton.

No. 54154 — Mfr. No. 2600
TOPIC TOYS

Dealer Price	L6-33 S
Suggested Retail Price	$ .49 ea
Inv. _____ Pur	

PLASTIC PECKING HENS

Four plastic birds, perched on red plastic paddle. When paddle is moved a weight suspended under the paddle causes the birds to drop and peck automatically at platform, simulating birds eating. Two dozen per carton.

No. 54169—Mfr. No. 1041
JAYMAR SPECIALTY CO.

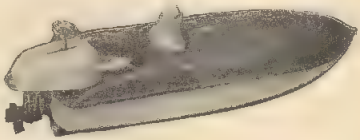
Dealer Price	A5-41 T
Suggested Retail Price	$ .59 ea.
Inv. _____ Pur.	

PULL BACK PLANE

Jet-type plane made of durable plastic. Just pull back the tail piece, release and plane runs along on its landing wheels for a considerable distance. 6⅛" long, wingspread 4-3/16" long, 1⅜" high. Two dozen to carton.

No. 54155—Mfr. No. 1149
LOUIS MARX AND COMPANY

Dealer Price	F7-32 O
Suggested Retail Price	$ .49 ea.
Inv _____ Pur	



OUTBOARD MOTOR BOAT

Plastic boat complete with driver. Has long running mechanical motor that is removable. Also has steering bar. 10" long by 3" wide by 2¼" deep. Dozen per carton.

No. 54201—Mfr. No. 118
IRWIN CORPORATION

Dealer Price	H3-65 S
Suggested Retail Price	$ .98 ea.
Inv. _____ Pur.	

CATAPULT PLANE CARRIER

Actually catapults plane from flight deck a distance of 15 to 20 feet. Ships runs on land or water. Made of plastic 12½" long by 3" wide. Has 5 planes. Two dozen per carton.

No. 54205—Mfr. No. 38
SAUNDERS TOOL & DIE CO.

Dealers Price	L8-97 G
Suggested Retail Price	$1.49 ea.
Inv. _____ Pur	

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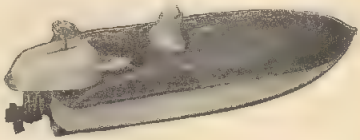
Suggested Retail Price	$ .49 ea.
Inv _____ Pur	



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SAUNDERS TOOL & DIE CO.

Dealers Price	L8-97 G
Suggested Retail Price	$1.49 ea.
Inv. _____ Pur	

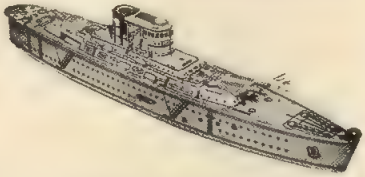
MECHANICAL TOYS

DIVING SUBMARINE

Constructed of heavy gauge metal—brightly lithographed. This clever submarine dives down into water and rises out of water according to adjustment of fins. Durable, easy to wind motor. 13½" long. Twelve per carton

No. 54208 — Mfr. No. 5-87
WOLVERINE SUPPLY & MFG CO.

Dealer Price	R71-08 H
Suggested Retail Price	$1.69 ea.
Inv _____ Pur.	_____



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Suggested Retail Price	$ .98 ea.
Inv._____ Pur._____	

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Suggested Retail Price	$1.98 ea.
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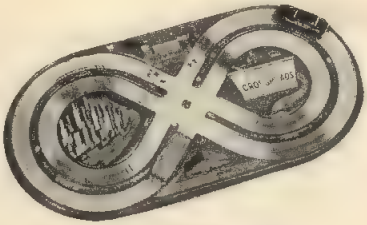

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No. 54248★ — Mfr. No. 370
AUTOMATIC TOY CO.

Dealer Price	K41-30 A
Suggested Retail Price	$1.98 ea.
Inv._____ Pur.	_____

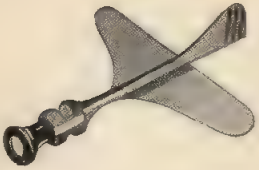
PISTOLS—RIFLES

PLASTIC CLICK GUN

Frontier six shooter type pistol. Made of plastic. Handle in contrasting color. Has embossing of Western figures. Gun is equipped with die-cast trigger and handle. As trigger is pulled, hammer works and produces loud clicking sound. 36 to carton.

No. 52683—Mfr. No. 038
LOUIS MARX & CO.

Dealer Price P4-33 K
Suggested Retail Price $ .49 ea.
Inv._____ **Pur.**_____



WHAM JET CAP FLYER

It's a jet plane, insert pistol cap in war head for explosion effects. Sends plane soaring. Absolutely safe for children. Very entertaining. Six to display board. Eight bundles to carton.

No. 52684—Mfr. No. PT-2
PALMER PLASTICS, INC.

Dealer Price L3-10 H
Suggested Retail Price $ .15 ea.
Inv._____ **Pur.**_____

U. S. ARMY CLICK PISTOL

Replica of the U. S. Cavalry six shooter. Made of plastic. Gun equipped with die-cast trigger and hammer, which produces a loud clicking sound. "U. S. Army" stamp on barrel. 11⅞" long. Dozen to carton.

No. 52685—Mfr. No. 0158K
LOUIS MARX & CO

Dealer Price G3-65 M
Suggested Retail Price $ .98 ea
Inv._____ **Pur.**_____

POP GUN

Stock made of bright red plastic embossed with figures. Barrel made of blue metal. It's a break action gun—easy for children to handle. Measures 14½" long. Comes complete with corks.

No. 52676—Mfr. No. 218
LOUIS MARX & CO.

Dealer Price X8-51 M
Suggested Retail Price $ .79 ea
Inv._____ **Pur.**_____

CLICKER CARBINE

Replica of western carbine with Roy Rogers design on stock. Made of durable plastic with much detail. Metallic color. Measures 24" long. Twelve per carton.

No. 52686 — Mfr. No. 0230
LOUIS MARX & CO.

Dealer Price A4-90 N
Suggested Retail Price $1.39 ea.
Inv._____ **Pur.**_____

SPACE CADET CLICKER RIFLE

Made of sturdy plastic and realistically detailed. Has telescope sight and control knobs for adjusting rays. When trigger is pulled, clicking noise is produced. Measures 24" long. Packed 12 per carton.

No. 52689 — Mfr. No. 0240
LOUIS MARX & CO

Dealer Price W81-00 B
Suggested Retail Price $1.49 ea.
Inv._____ **Pur.**_____

GOLD MEDAL BAMBOO POLES

Sold by discriminating jobbers who place quality, service, experience, reliability and dependability ahead of price.

Both retailer and consumer insist upon this highly regarded, fully guaranteed product.

INTERNATIONALLY FAMOUS

ALSO

American Headquarters for GOLD MEDAL genuine Calcutta Poles, Trout Baskets, Bamboo Rakes, Cocoa Mats, Matting, Bamboo, Vaulting, Ski, and Tuna Poles, Tonkins, Telescopic Rods, Artificial Gut and Leaders, Cotton Nets, Lures, Jigs, Swivels, Pocket Warmers, and many other interesting profitable items.

●

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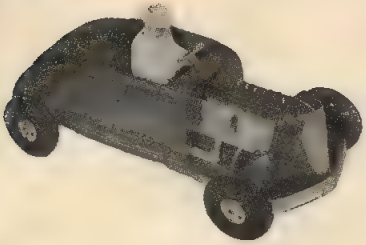
AMSTERDAM, NEW YORK

"LARGEST BAMBOO OPERATORS IN THE WORLD"

MECHANICAL TOYS

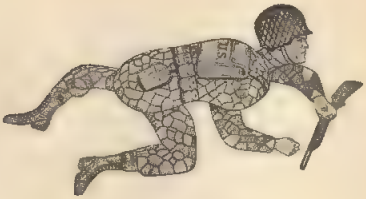


SPARKLING HOT ROD

Sturdy plastic construction, decorated and embossed. Powerful friction, motor propels the "Hot Rod" at a fast speed. Harmless sparks light up motor block. Rubber wheels. Steel enclosure over motor. Size 7½" long, 3¾" wide. Dozen to carton.

No. 54107—Mfr. No. 2186
LOUIS MARX AND CO.

Dealer Price	H5-91 C
Suggested Retail Price	$1.39 ea.
Inv._____	Pur._____

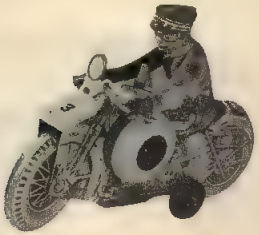


"COMMANDO JOE"

Mechanical crawling soldier lithographed in four colors. Made of sturdy metal. Key winding strong clock spring motor makes "Joe" crawl. Gun riveted to hand and can be turned. Size 4½" by 8½" overall. Packed one each in two-color box. Three dozen to large carton.

No. 54116—Mfr. No. 94
OHIO ART CO.

Dealer Price	B8-46 K
Suggested Retail Price	$ .69 ea.
Inv._____	Pur._____



MOTORCYCLE COP

A modern type motorcyle, with loud siren and cop in driver's seat. Constructed of metal, powered by a long-running clock spring motor. At intervals, the motorcycle tips over on side, then rights self and proceeds along. 8½" long, 2¾" wide, 6" high. Dozen in carton.

No. 54125—Mfr. No. 216
LOUIS MARX & CO.

Dealer Price	T41-10 W
Suggested Retail Price	$1.69 ea.
Inv._____	Pur._____

FRISKY FREDDY

Made of colorful and sturdy Styron. Squeeze rubber bulb at end of tube and produce realistic "frog-like" hopping action. Bulb and tube will stand up under hard use.

No. 54129
U. S. PLASTICS CO.

Dealer Price	L4-97 T
Suggested Retail Price	$1.49 ea.
Inv._____	Pur._____

MECHANICAL SINGING BIRD

Decorated bird with tuxedo coat and top hat. When bird is wound with key it sings and dances. Size 5" long, 5½" high. One dozen to carton.

No. 54130—Mfr. No. 660
IRWIN CORPORATION

Dealer Price	G5-65 A
Suggested Retail Price	$ .98 ea.
Inv._____	Pur._____

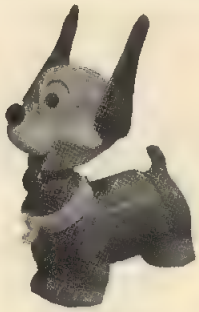
MECHANICAL TOYS

SINGING BIRD

Chirpee Singing Bird sits in realistic plastic cage and sings while he swings on perch when key is wound. Feeding cups on each end. 9" high, 7" wide, 4½" deep. Twelve per carton.

No. 54132—Mfr. No. 672
IRWIN CORP.

Dealer Price	K41-95 K
Suggested Retail Price	$2.98 ea.
Inv.	Pur.



ACTION DOG

Made of colorful plastic. Doxy has telescope body so he can shrink or grow in length. He raises his head, opens his mouth, throws up his ears and has other tricks. In gift box.

No. 54167—Mfr. No. 750
ALLADIN PLASTICS, INC.

Dealer Price	12-65 Q
Suggested Retail Price	$ .98 ea.
Inv.	Pur.

UNION STATION

Three car, diesel train enters tunnel and emerges mysteriously from opposite side. Made of steel and beautifully lithographed. Size 14¼" x 20" x 3½". Dozen per carton.

No. 54221—Mfr. No. 360
AUTOMATIC TOY CO.

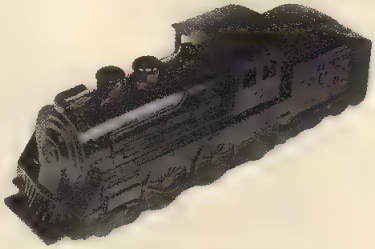
Dealer Price	D81-95 M
Suggested Retail Price	$2.98 ea.
Inv.	Pur.

MECHANICAL DACHSHUND

Powered by strong pull back motor. Just pull back his tail and he scoots across the room. Made of colorful plastic and measures 8½" long, 2¼" wide, 3½" high. Packed 12 per carton.

No. 54147 — Mfr. No. 1386
LOUIS MARX & CO.

Dealer Price	N3-52 D
Suggested Retail Price	$ .79 ea.
Inv.	Pur.



SPARKLING LOCOMOTIVE

Equipped with friction motor and made of detailed sturdy plastic. A slight pressure on top makes locomotive move along floor, emitting sparks from smoke stack. 10⅛" long, 2¾" wide, 3⅝" high. Twelve per carton.

No. 54152 — Mfr. No. 1532
LOUIS MARX & CO.

Dealer Price	D8-97 J
Suggested Retail Price	$1.49 ea.
Inv.	Pur.

Features of Mercury Motors are protected by issued or pending patents.

Here it is — tomorrow's outboard today! Drive it and see why the new Mercury Cruiser is bound to be copied. For here is an outboard that gives you *more* performance than others of two to three times its rated horsepower — with up to 30% *less weight!*

The New "Cruiser" is another product of Mercury's ***creative engineers*** men who steer clear of "dead tradition" . . . who are never satisfied with *"good enough."* Thanks to their progressive spirit Mercury outboards ***outperform all other makes!***

See your Mercury dealer for one convincing demonstration and you'll *own* tomorrow's outboard today!

Write for free illustrated catalogue — "Move Up To A Mercury" KIEKHAEFER CORPORATION, Fond du Lac, Wisconsin.

REVERSE GEAR AND NEUTRAL
A gear shift that really works — engineered for outboards only. Salt water proof. Stays in adjustment. Meets Mercury's rigid standards of performance

TWIST GRIP SYNCHRONIZED SPARK AND THROTTLE New longer steering handle for easy control.

FULL JEWELED POWER — *ball and roller bearings throughout.*

Move Up...

KIEKHAEFER

to a MERCURY *Cruiser*

The outboard that will still be copied years from now!

Built for Rugged Performance

[1] **STANDARD VELOCIPEDES.** 1¼-in tubular steel frame. Ball bearing front, sleeve bearing rear wheels; 1-in tires. Molded rubber top, steel spring saddle. Handle bar and saddle adjustable. Red with white trim. See "How to Order" below. Mailable.
E35 J 3153 12-in. (20 lbs.) .. 9.79
E35 J 3154. 16-inch. (26 lbs.) .. 10.79
E35 J 3155 20-inch. (29 lbs.) .. 12.79

[2] **DELUXE VELOCIPEDE.** 1¼-in. tubular steel frame. Ball bearing wheels; 1¾-in. semi-pneumatic tires. Adjustable handle bar. Vinyl plastic covered top, double coil spring saddle. Blue with white trim. See "How to Order" below for leg reach. Mailable.
E35 J 3231. 12-inch. (27 lbs.) .. 15.95
E35 J 3232 16-inch. (33 lbs.) .. 16.95
E35 J 3233 20-inch. (36 lbs.) .. 18.95

[3] **DELUXE CHAIN BIKE.** 1¼-in tubular steel frame adjustable handle bar 16-in front, 14-in rear wheels; 1¾ in. semi-pneumatic tires. Roller type chain with guard. Vinyl plastic covered top, coil spring saddle. Maroon; gold, white trim. See "How to Order" below. Shpd. frt. or exp. from Chgo.
B35 J 3187 (40 lbs.). . 31.95

[4] **STREAMLINED "POLICE" VELOCIPEDE** Has siren windshield spot light (batteries not incl.). 1¼-in steel frame. Nylon bearing wheels; puncture-proof tires. Rubber top, coil spring saddle. Black with white. See "How to Order" below. Mailable.
E35 J 3223. 12-inch. (28 lbs.) . 14.25
E35 J 3224. 16-inch. (32 lbs.) .. 15.95

[5] **10-IN TOTS' VELOCIPEDE** Budget priced! Sturdy steel frame. 10-in ball bearing front, 7-in plain bearing rear wheels. Adjustable handle bar rubber grips. ⅝-in rubber tires. Pocket type steel saddle; molded rubber pedals. Red with white trim. See "How to Order" below. Mailable.
R35 J 3107 (17 lbs.). 5.95

[6] **DELIVERY TRIKE.** 1¼-in. heavy gauge steel frame. 12-in nylon bearing front wheel, 10-in. Chrysler Olite bearing rear wheels; 1⅛-in. rubber tires. Box is 12x21x4 in deep. Enameled Red, white trim. See "How to Order" below for leg reach. Mailable.
E35 J 3081 12-inch. (30 lbs.) 14.95
E35 J 3082 16-inch. (36 lbs.) 15.95

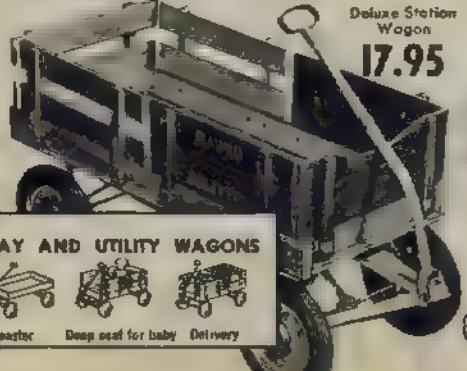
[7] **STURDY FARM WAGON** Loads of fun with this rugged wagon! Varnished kiln-dried wood body sturdily reinforced. 7-in. double disc wheels steel bearings; 1¼-in. semi-pneumatic rubber tires. Aluminum finish steering gear, handle. Removable panels for added utility, play value. 12x28x3 in deep without panels. Mailable.
H35 J 3112 (29 lbs.) 10.79

[8] **DELUXE STAKE WAGON.** Kiln-dried varnished hardwood body; natural finish. Steel undercarriage. Sides mortised to bottom, ends drawn together with steel rods. Lifetime construction. 10-in. wheels, 1¾ in semi-pneumatic rubber tires. Removable sides, panels. 16x36x3 inches deep without sides. Mailable.
E35 J 3119 (47 lbs.). 17.95

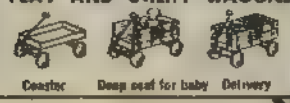
HOW TO ORDER VELOCIPEDES

To determine leg reach, measure child from crotch to ball of foot. Order wheel size that provides desired leg reach.

Front Wheel	Leg Reach	Front Wheel	Leg Reach
10-in.	14½ to 17 in	16-in	19½ to 21 in.
12-in.	17½ to 19 in	20-in	21½ to 23 in.



PLAY AND UTILITY WAGONS

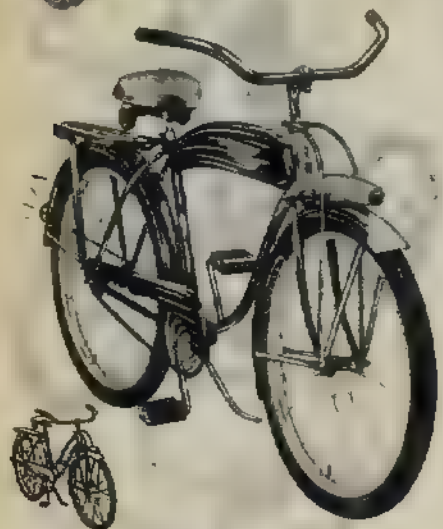


YOUR BEST BUY—AIRMAN® FULL-SIZE 26-IN. BIKES

PERSONALIZED—Easy-to-apply letters of your name included with every order. Light-reflecting—permanent. Dresses up bike and gives ready identification—no extra charge.

GUARANTEED—Every Airman bicycle is guaranteed for 1 year against defects in workmanship or materials. Airman's quality and record of performance permit this liberal guarantee.

REGISTERED—Registration of your Airman is kept in our permanent file for your protection against theft or loss—all part of Spiegel's customer service



DELUXE 26-IN. AIRMAN "SABRE-JET"

- Welded steel frame—triple bonderized against rust; enamel finish
- Uni-directional Argyle bicycle tires for safe, sure traction
- Big, comfortable spring saddle with simulated leather covering
- Permanently personalized and fully registered against theft

49.50 or $5 monthly

OUR FASTEST SELLING BIKE. Speedy air flow model that's built to last! Check all its top quality feat tres . . . compare Spiegel's money saving price!

IT'S SAFE, TOO! Instant stops with sure-fire New Departure brake; ground gripping traction tread Argyle tires prevent dangerous skids. Chain guard protects clothes. Head light and tail reflector help insure night-time safety front and back

COMFORTABLE—Easy pedaling with smooth ball-bearing action. Big simulated leather saddle with heavy coil springs to make long jaunts easy. Chrome plated kick-stand.

DURABLE. Bonderized steel frame with baked-on auto enamel finish mar resistant, chip resistant! Chrome plated trim, heavy enamel truss rods. Streamlined tank with built-in electric horn; sturdy luggage carrier. Leg reach adjusts from 28 to 33 in. For 9-year olds and up. Shipped promptly freight or express from factory near New York N. Y., or in Chicago, whichever is closer.

LS1 J 2767 BOYS' Red with Ivory color trim. (62 lbs.) 49.50
LS1 J 2717 GIRLS' Dark Blue with Ivory color trim (62 lbs.) 49.50

ENGLISH STYLE 26-IN. AIRMAN **51.50**

- 3-speed gear shift—no wasted effort when pedaling.
- 2-wheel cable brake action
- Narrow, no-drag balloon tires

Finger touch Sturmey-Archer gear shift—adjusts ride to fit road conditions. Low gear—power for hills; 2nd gear for average conditions; high gear for faster speeds. 2-wheel cable brakes operated separately from handlebars—split second stops. Precision bearings lightweight crank. Sturdy all-steel construction. English Brooks saddle. 26x1.375-in. balloon tires. Leg reach: 28 to 33 in. For 9-yr. olds and up. Opalescent enamel finish—chrome rims and trim. Shipped promptly freight or express from factory near New York, N.Y. or in Michigan City, Ind whichever is nearer. (35 lbs.)

LS1 J 2768 BOYS'. Red . . . 51.50
LS1 J 2718. GIRLS' Dark Blue .51.50

BUY ANY BIKE ON LOW MONTHLY TERMS—OPEN A CONVENIENT SPIEGEL ACCOUNT TODAY

ACCESSORIES

GENERATOR LITE SET Reduced from $5.95. Delivers 6 V. AC controllable current. With head lamp lights, brackets, wires, bulbs. White (2 lbs. 11 oz.)
S1 J 2650. . . . Set 4.95

HEADLIGHT-HORN Matched set; Mount on handlebars. White and chrome. Batts not included. Shpg. wt. 2 lbs. 7 oz.
S1 J 2964. . . Set 3.49
Lite Only (1 lb. 5 oz.)
S1 J 2960 . . . Lite 1.59
Horn Only (1 lb. 7 oz.)
S1 J 2961 . . . Horn 2.19

SEALED BEAM SPOT. Brand new item—swinging type spotlight. Powerful sealed beam. Handlebar brackets. Gray and chrome. Includes 6-volt battery (2 lbs. 8 oz.)
S1 J 2962. . . . . 4.98

4-WAY LIGHT Directional signal stop and tail lights, reflector—all in one. Works on 2 standard flash cells—not included. White enamel finish (1 lb. 9 oz.)
S1 J 2976 3.75

CADET SPEEDOMETER Popular, practical! Records speeds to 50 M.P.H. trips to 1000 miles. For 24 and 26-in. balloon tire bikes. Resets easily (2 lbs. 1 oz.)
S1 J 2804 . . . . 4.79

FAMOUS MONARK DELUXE SILVER KING

SUPER DELUXE 26-IN. BIKE **69.95**

- Nationally famous Monark bike
- Double spring fork shock absorber
- Equipped with white wall tires
- Extra deep motorbike fenders
- Insured 1 yr. for loss, theft

The tops in quality! Designed for extra safety, rugged wear with 2-bar, bridge-like frame. Built in tank has enclosed horn unit. Racing-type drive assembly—jeweled and monogrammed pedals. Front fender crest, wheel rims, carrier grille are chrome plated. Deluxe trim with rear bumper reflector unit, "Strato-liner" headlight, "Protecto-Gard" tank rails; kickstand. 9-yr. olds and up. Leg reach adjusts from 28 to 33 in. Boys' model in Maroon with Red, Ivory and Gold color trim. Shipped promptly from Chicago factory. Prepaid.

LS1 J 2719 BOYS' 69.95
GIRLS' Lt. Blue white, gold color
LS1 J 2769. Prepaid 69.95

WESTERN OUTFIT. Easy to attach. For 16 to 24-in. bikes. Includes White trimmed Tan leatherette bar blanket and holster, saddle skirt, handlebar and tail streamers
S1 J 2868 (2 lbs. 3 oz.) 2.69
S1 J 2869. Saddlebag only. (1 lb. 10 oz.) . 2.49

Light Weight—only 73 pounds. And the gas tank's *built in*—no extras to carry

Proved Full Jeweled Power Head*—the same basic "Super 10" Hurricane powerhead that set the whole outboard industry on its ear . . . that outperforms engines of two and three times its rated horsepower.

Reverse Gear and Neutral—engineered *right* for outboard use. The shift lever's up front where it should be.

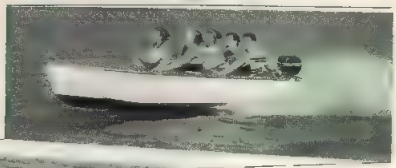
Twist Grip Synchronized Spark and Throttle with new longer steering handle for ease of control.

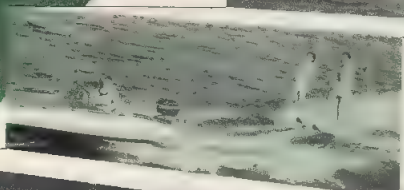
New "Power-Thrust" Lower Unit—for more efficiency with heavy loads. Unicast one piece gear housing keeps lubricant in—water out

The outboard that *has everything—* does *everything!*

Plus—all the famous features that make every Mercury the leader in its class by a nautical mile. See your Mercury dealer for a demonstration.

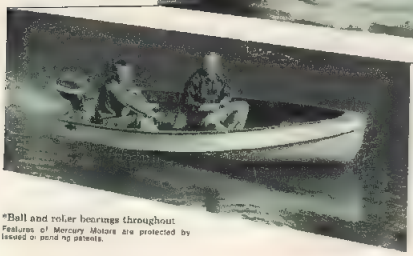
move up to the new KIEKHAEFER MERCURY CRUISER





performance! Now—take the whole family in a big boat at runabout speeds. Plenty of muscle to power cruisers and work boats but light enough for one man to handle.

water skiing—Power to spare—actually pulls two skiers up out of the water and over ski jump!



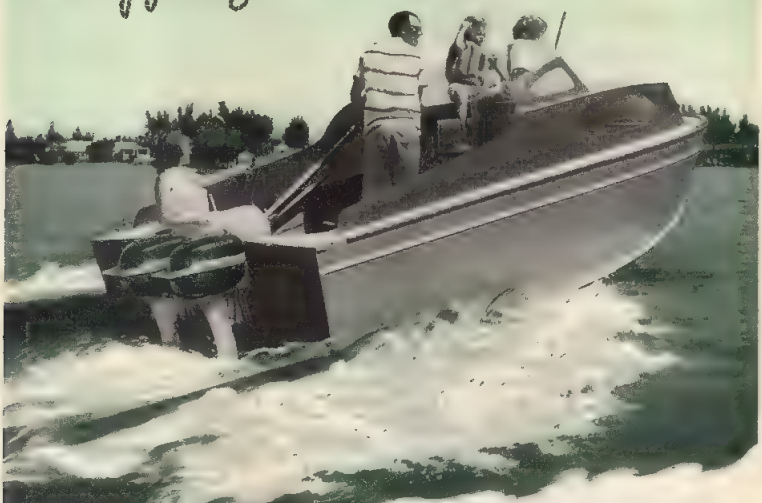
fishing—throttles down to a sweet slow troll but wings your party and gear home in a hurry.

*Ball and roller bearings throughout

Features of Mercury Motors are protected by issued or pending patents.

Write for *free* illustrated catalogue "Move *Up* To A Mercury" Kiekhaefer Corporation, Fond du Lac, Wisconsin

Skipper your own outboard cruiser



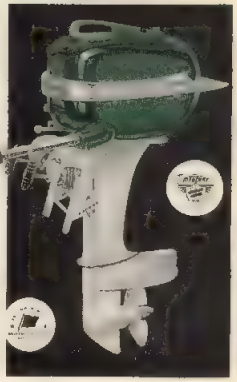
move up to a... KIEKHAEFER **MERCURY CRUISER**

enjoy cruising at its carefree best

Exploring the far reaches of your favorite waterways or joining fellow skippers for a "round-up" at sundown there's fun and a life of ease for all hands aboard an outboard cruiser. New thousands are enjoying this fast growing sport and those who know outboards use Mercury for power.

The new Mercury "Cruiser" and several other Mercury models will power your cruiser safely and tirelessly—give you more performance per horsepower than any outboards on the market — *bar none!* The secret? Mercury engineering that puts power to work with the least loss, that converts torque to thrust, that puts *more power at the prop* where you want it. When you move *up* to a MERCURY you get a real bonus of horsepower.

Why not get in the "cruiser class" yourself? You'll be surprised how little it costs. Talk it over with your Mercury dealer or write for FREE catalogue "Move *Up* to a MERCURY", Kiekhaefer Corporation, Fond du Lac, Wisconsin.



New MERCURY CRUISER with reverse gear and neutral. Outperforms outboards of more than twice its rated horsepower.

Features of Mercury motors are protected by issued or pending patents.

TOY HOUSEHOLD APPLIANCES

WASHING MACHINE

New authentic replica of latest agitator style washing machine. Handle starts agitator in motion. Plastic top. Steel wringer with hard rubber rollers. Adjusts to 3 positions. 12" high. 8 to ctn.

No. 51287★—Mfr. No. 81
WOLVERINE SUPPLY & MFG. CO.

Dealer Price ..... **L71-52 J**
Suggested Retail Price ..... **$2.29 ea.**
Inv._____ **Pur.**_____

REFRIGERATOR

Made of heavy guage steel, streamlined and modern. 2 doors open, one into freezer compartment, one into refrigerator. Includes 2 plastic ice cube trays, miniature packages of food products. 13½" high, 8" wide, 5½" deep. 12 to carton.

No. 51317★—Mfr. No. 184
WOLVERINE SUPPLY & MFG. CO.

Dealer Price ..... **R41-46 C**
Suggested Retail Price ..... **$2.19 ea.**
Inv._____ **Pur.**_____

STEEL PLAY STOVE

Modern in design, constructed of steel, lithographed and embossed in realistic colors. Door opens into heating compartment. Includes 2 pots with covers, frying pan and spatula. 12" high, 6½" wide, 11" long. 12 to carton.

No. 51324★—Mfr. No. 188
WOLVERINE SUPPLY & MFG. CO.

Dealer Price ..... **W31-46 T**
Suggested Retail Price ..... **$2.19 ea.**
Inv._____ **Pur.**_____

CRESCENT RANGE

Authentic reproduction of the old time toy range. Made from original patterns. Finished in black with polished decorations on oven doors. 9" high, 10¼" long, 5" wide. Six per carton.

No. 51326—Mfr. No. 20
GREY IRON CASTING CO.

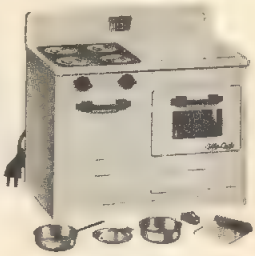
Dealer Price ..... **F72-14 R**
Suggested Retail Price ..... **$3.29 ea.**
Inv._____ **Pur.**_____

ELECTRIC STOVE

An ideal "beginner's" toy stove. Has clear window in oven door. Metal encased, nickel-chrome heating element completely insulated. Includes 4 cooking utensils, 10¾" x 8¾" x 5½". Six per carton.

No. 51331★—Mfr. No. 220
METAL WARE CORPORATION

Dealer Price ..... **K62-60 T**
Suggested Retail Price ..... **$3.95 ea.**
Inv._____ **Pur.**_____



ELECTRIC RANGE

Tested for extra safety. Separate elements for burners and oven. All steel, electrically welded, baked white enamel finish. Cord set attached. Size 12½" x 11" x 7". Includes 5 utensils and cook book. Four per carton.

No. 51334★—Mfr. No. 226
METAL WARE CORPORATION

Dealer Price ..... **E73-90 M**
Suggested Retail Price ..... **$5.95 ea.**
Inv._____ **Pur.**_____

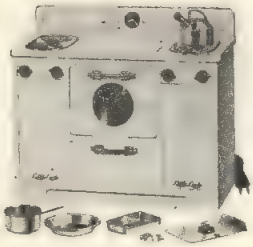
TOY HOUSEHOLD APPLIANCES

TOY STOVE

Large model of latest style stove. Heavy gauge metal brightly lithographed. Two doors open to roomy ovens. 8 plastic pushbuttons that operate. Includes 12 plastic utensils. 14" x 7" x 15". One in carton.

No. 51335—Mfr. No. 195
WOLVERINE SUPPLY & MFG CO.

Dealer Price P52-60 X
Suggested Retail Price $3.98 ea.
Inv._____ **Pur**

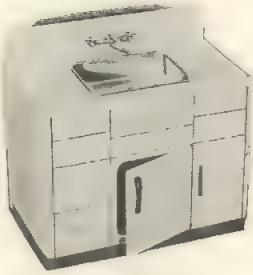


LARGE ELECTRIC RANGE

A scale model toy electric range that heats safely. Has separate element for burners and oven. Includes 7 practical utensils. Oven has clear window. Size is 15" x 12¾" x 7¾". Packed 4 per carton.

No. 51338 -Mfr. No. 240
METAL WARE CORP.

Dealer Price R86-49 A
Suggested Retail Price $9.95 ea.
Inv._____ **Pur.** _____

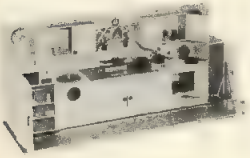


METAL TOY SINK

Smart new design. Lithographed and embossed on heavy metal. Swivel type faucet actually starts and stops running water from a reservoir in rear. Door opens. Basin has adjustable stopper. Size 11½" x 10¾" x 7". 12 to carton.

No. 51355—Mfr. No. 197
WOLVERINE SUPPLY & MFG. CO.

Dealer Price A21-46 B
Suggested Retail Price $2.19 ea.
Inv._____ **Pur.** _____

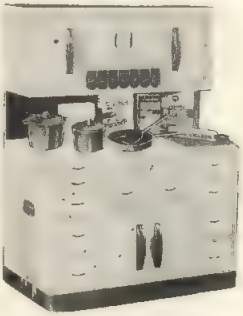


METAL KITCHEN

Complete modern kitchen unit includes. refrigerator and accessories, dish washer, sink, stove and accessories, broom closet and equipment, 2 cabinets with articles inside. 23¼" long, 10½" wide, 11" high. Six per carton.

No. 51357★—Mfr. No. 85
T. COHN, INC.

Dealer Price N82-60 P
Suggested Retail Price $3.95 ea.
Inv _____ **Pur**



KITCHEN CABINET

Well constructed of heavy lithographed steel in red and white. 4 doors swing open. Includes small packages of grocery products, plastic utensils, rolling pin, etc. 15¾" high, 11" wide, 6½" deep. Eight per carton.

No. 51365—Mfr. No. 178A
WOLVERINE SUPPLY & MFG. CO.

Dealer Price Y71-57 B
Suggested Retail Price $2.39 ea.
Inv._____ **Pur.** _____

CHINA CABINET

Made of metal with beautiful art work. Has doors and drawer. Includes plastic tea set for 4. Also has 16 other kitchen utensils and supplies. Size 21¼" high, 5¼" deep, 16" wide. Six per carton.

No. 51369—Mfr. No. 4638
IDEAL TOY CORP.

Dealer Price P33-90 I
Suggested Retail Price $3.95 ea.
Inv._____ **Pur.**

"41" SPORT CRUISER—the model for the off-shore fisherman. Sleeps 5—crew quarters for two—open cockpit 20 feet long Hot water and shower available—flying bridge with dual controls if wanted.

"41" DELUXE SEDAN -the all around favorite of hundreds of yachtsmen. Sleeps 6—large aft cockpit for fishing—large enclosed and screened deckhouse. Two toilets and a world of locker space

"41" FLYING BRIDGE DOUBLE CABIN—the thrilling new model everyone is raving about. New luxury for the whole family and the thrill of a flying bridge Sleeps 6—two toilets—a super stateroom for the owner. Hot water, shower, and dual controls available.

Which model suits you best?

WHETHER you're a fishing "bug"—or a family cruising man, one of these three 1952 models of 41 footers will be your choice.

There is nothing that compares with a husky Matthews—acknowledged by yachtsmen everywhere to be in a class by itself—backed by 62 years of "know-how" with an untarnished record for quality, long life and highest resale value.

Some Matthews owners are now enjoying their 8th Matthews. It seems to be true that once you've owned one, no other cruiser can take its place.

Some prospective Matthews buyers will be disappointed this year because our production will be limited due to defense work. Check with your dealer today—he may be able to allocate a delivery to you.

Write today for free catalog.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST-TO-COAST
IN MIAMI: MATTHEWS CRUISERS, INC
1825 BISCAYNE BOULEVARD

"Wherever you cruise . . . you'll find a Matthews"

Come on in... you can win!

SPIN YOUR YARN

PICK YOUR PRIZE

Your choice of six fine seagoing prizes every month!

1 Cabin stove neat, nautical alcohol burner

2 Anchor genuine high tensile Danforth anchor. Mighty 12-pounds.

3 Fire Extinguisher 1 qt. approved type.

4 Life Preserver seat cushions—smart set of 4!

5 Sterno Cabin heater little but oh my!

6 Searchlight the Big-Beam portable beauty! Terrific!!

Send us your most typical experience with your Cruis-Along, the "finest little craft afloat". Doesn't have to be a masterpiece—just interesting!

M. M. Davis & Sons' judges (whose "decision is final" as the saying goes) will pick the best submitted. Snapshots attached—okay and welcome! But the payoff is on what you *write*—not the photos. If you're the winner, take your pick of the six fine prizes flagged at the left! Those who entered 1951 photo contest eligible for this 1952 contest.

You'll have fun! No simpler way to win—just a letter will do nothing fancy. Send your entry to M. M. Davis & Sons, Solomons, Md., mentioning this mag. And because we've turned our yard over to the nation's #1 business—defense—*please take extra good care of your Cruis-Along. Your dealer can help you. Ask him!*

finish line so the crews could find the finish line and be seen by the official committee as each finished the race. When the search lights were extinguished the California Bears and Stanford Indians were tied for the championship title as were the Pomona and USC teams for the second spot During the day's racing both California and Stanford blew down the teams representing Pomona, Arizona, New Mexico and USC and wound up the day Even Stephen. All hands on the two top teams agreed to resuming hostilities on the 29th in order that the deadlock could be broken, and as the date for the sail-off was the same date as the start of the Newport Harbor Yacht Club's annual Christmas regatta it was decided by race committee officials that the sail-off would consist of the best two of three races, these to start at 10:00 a.m

In this stanza of the Pacific Coast championship series the California Bears took two of the three races to win the 7th annual Pacific Coast Intercollegiate dinghy sailing championships. It was the fourth consecutive year for the Bears to capture the title and the third straight year for the Indians to wind up in the runner-up position. California's team had as its members Larry Shep, Leonard Smith and Drew Gram while the Stanford trio consisted of Paul Merrill, Mike Jaeger and Dan Elliott Series high point scoring honors went to California's Leonard Smith whose teammate Larry Shep wound up this division of the competition in second place and Stanford's Paul Merrill in third position.

The Coed Contest

Seven coeds braved the heavy winds and cold rains which had marked the series to take part in the annual Betty Coed contests. It was a rough day for title-defending Jean Reed of Stanford who finished the feminine series in seventh spot while the title went to Barbara Turner of the California Bears. She had as her crew Drew Gram.

All of the races in the Pacific Coast and Betty Coed title series were sailed in Lehman class plastic dinghies

With these two series out of the way all eyes were turned on the Rose Bowl races which, under normal circumstances, would have been between Stanford and Illinois. However, Illinois had no sailing team so Illini's place on the program was taken by a crew of mighty good sailormen representing Purdue University, which team drove overland to engage in the important Battle of the Bilges. Purdue's team was made up of Jim Roberts, John McKeague and John Wolsiffer and though the course and the class of boats sailed were both new to the Hoosiers they severely and unceremoniously trounced the Stanford team. Purdue's team won all the series races by wide margins. Luders 16 sloops were used for this championship series.

Norman Pabst, who served the Southern California Yachting Association as its commodore in 1939, always said that that governing body was held together by nothing more than a gossamer thread. Regardless of the fraility of this binding material the association went along from its inception in 1921 until the last part of 1951 without showing any severe signs of disintegrating. That disintegration started in the early part of 1949 when a member of one of the association's smaller yacht clubs was elected to the high office of commodore. At the time of this election one of the association's oldest and staunchest supporters made the statement that "paper yacht clubs" were taking over the operation of the important body. The true meaning of that statement was that the club's which had nothing invested in real estate or building had taken over the operation of the Southern California Yachting Association and were going to plan and govern its destinies. In the same trend of thought, clubs affiliated with the Southern California Yachting Association which had thousands of dollars invested in land and buildings and which had at their disposal waters in which a major regatta could be held were going to have to follow the dictates of these "paper" yacht clubs.

Class A and B Clubs

Recently the major yacht clubs affiliated with SCYA mulled over the condition in which they found SCYA. Two of these major clubs worked out a plan of dividing the

"FOSTA"
SUN AND SPORT GLASSES

FOR MEN

Large, upswing shape, lenses in smoky color are firmly anchored in plastic over the top style. Brow curved frame. Wide flat shafts with curve-in ends fit snugly over ears. Frame and shafts finished in brown tortoise shell color. Come 12 pair on an illustrated display card. Shpg wt. card, 1½ lbs. (Mfrs. 1220.)

F4537— Per Dozen **$2.00** Per Gross..... **$22.50**

MEN'S MASSIVE STYLE
Retail 50-Cents

Curved, anti-infra, green color lenses. Massive style, plastic frames in light shell and flesh colors. Wide, comfortable ear shafts. Come 6 pair on attractive display card, 2 cards to box. Shpg wt. dozen 1¾ lbs. (Mfrs. 1474.)

F4574— Dozen..... **$3.75** Gross **$42.00**

FOR WOMEN

Upswing style, smoky finish lenses in proper size for women are securely set in brow-curved plastic frames. Wide, flat, snug fitting shafts. Frames come assorted pink, blue and shell colors to display card of 1 dozen. Card is colorfully illustrated. Shpg wt. card, 1¼ lbs. (Mfrs. 1222.)

F4589— Per Dozen **$2.00** Per Gross..... **$22.50**

FOR WOMEN
Gold Color Metal Tops
Retail $1.00

Curved anti-infra smoke colored lenses set in plastic frame having a gold color metal cap across top of glass. Very attractive. Wide comfortable shafts. Put up 6 pair on display card; 2 cards 1 dozen pair to box. Shpg. wt dozen pair, 1¾ lbs. (Mfrs. 1471.)

F4594— Dozen Pair (3 cds.) **$7.00**

FOR WOMEN

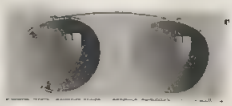
Very colorful plastic frames and shafts in assorted pink, shell brown and blue colors. Flat style shafts are curve-in, snug fitting type. Lenses are new, smoky green glass in semi-upswing style. Assorted colors to illustrated display card of 1 dozen. Shpg wt card, 1½ lbs. (Mfrs. 1240.)

F4591— Per Dozen.. **$2.35** Per Gross.... **$26.00**

MASSIVE TYPE FOR WOMEN

Massive style plastic frame in assorted colors of Pearl Pink, Pearl Blue and Shell. Curved anti-infra lenses in smoky color. Come 4 pair on display card, 2 cards to dozen. Shpg wt. dozen, 1¾ lbs. Retail 50-cents. (Mfrs. 1415.)

F4577— Dozen Pair (2 cds.) **$3.50**



SNAP OVER SUN GLASSES FOR MEN OR WOMEN
RETAIL 59-CENTS

For use over regular glasses. Silver colored metal frames. Smoke colored curved anti-infra lenses. Come 1 dozen on display card. Shpg. wt. dozen, 1½ lbs. (Mfrs. 1464.)

F4578— Dozen Pair **$4.35**

CERTIFIED SAFE LENSES FOR MEN OR WOMEN
With Artificial Leather Case

"Fosta Certified Lenses" guaranteed not to distort vision or cause eyestrain. Comfortable light weight, gold colored metal frames with plastic nose cushions and brow bar. Optical screw hinges. Cable type, round metal shafts. All metal parts in golden color finish. ½ dozen in box. Shpg wt. dozen, 1¾ lbs.

MAN'S FRAME—(Mfrs. 1460.) F4595—Dozen..... **$8.65**

WOMAN'S FRAME—(Mfrs. 1461.) F4595W—Dozen..... **$8.65**

NOTE— Both the Crookes and Anti-infra lenses offered here provide the necessary eye protection to comply with specifications set up by the U.S. Bureau of Standards.

FOR MEN OR WOMEN
Retail 29-Cents

Crookes dark smoke color, curved lenses set in massive type, plastic frames. Frames come assorted light shell, dark shell, flesh and red colors. Come 6 pair on display card 2 cards in box. Shpg wt. 2 lbs. (Mfrs. 1329.)

F4575— Dozen **$2.15** Gross..... **$25.00**

WOMEN'S MASSIVE STYLE
Retail 39-Cents

Crookes, dark smoke color, curved lenses in massive style, plastic frames. Assorted light shell, red and blue colors. Come 6 pair on display card 2 cards in box. Shpg. wt 1¾ lbs. (Mfrs. 1236.)

F4579— Dozen..... **$2.50** Gross..... **$28.00**

TEENAGER SIZE
Retail 25-Cents

Crookes, dark smoke color, curved lenses set in plastic frames correctly sized for teenage boys and girls. Assorted flesh, white and red colors. 6 pairs on card. 2 cards in box. Shpg wt. 1¾ lbs. (Mfrs. 1490.)

F4580— Dozen **$1.90** Gross..... **$22.00**

CHILD'S CLOWN DESIGN
Retail 25-Cents

Plastic green color lenses set in frames with clown design. Assorted white and red colors. Correctly sized for children. 6 pair on card. 2 cards in box. Shpg wt. 1¾ lbs. (Mfrs. 1490.)

F4581— Dozen **$1.90** Gross..... **$21.60**

CHILD'S COWBOY DESIGN
Retail 25-Cents

Plastic, green color lenses set in assorted color white and red frames with cowboy head at bridge and pistol design at corners. Proper size for children. Each pair on individual card. Shpg wt. dozen 1¾ lbs. (Mfrs. 1488.)

F4583— Dozen..... **$2.00** Gross..... **$22.40**

CONFECTIONS

MARS MILKY WAY

A favorite "Mars" candy bar. Delicious milk chocolate covered soft center chocolate flavored nougat bar blended with soft caramel and malted milk. Net wt. 1¾ oz. 24 bars in box Shpg. wt. 4 lbs.

X7622—Box **90c**

MARS SNICKERS

Milk chocolate covering over a soft centered nougat bar blended with ground peanuts and malted milk. Net wt 1¾ oz. 24 bars in box. Shpg wt. 4 lbs.

X7294—Box **90c**

MARS FOREVER YOURS

Dark chocolate coating over a layer of caramel with vanilla nougat center 24 bars in box Shpg. wt. 4 lbs.

X7565—Box **90c**

MARS 3-MUSKETEERS

Milk chocolate coating over a center of chocolate nougat. A very popular bar. 24 bars in box. Shpg. wt. 4 lbs.

X7687—Box **90c**

WHIPPED CREAM BUNS

10 CENT RETAILER Milk chocolate covered with vanilla centers and peanut tops. 24 bars in box. Shpg. wt. 4 lbs.

X7281—Box **$1.80**

5-CENT FRUIT SHERBETS

SHERBETS

Delicious fruit flavored candies in either assorted flavors to roll or solid wild cherry. STATE CHOICE. Each roll wax paper and tin foil wrapped to insure freshness. Has protruding ribbon which opens the roll quickly 20 rolls in display box Shpg wt. 3 lbs.

X7676—Box (20) **65c**

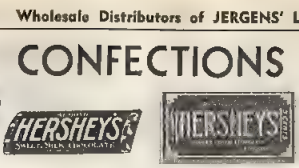
A REAL "DEAL"

2 boxes assorted flavors and 1 box wild cherry with 10 rolls given FREE. Brings in $3.95. Your profit $1.95. Shpg. wt. 6½ lbs.

X7671—Deal **$1.95**

READ THIS BEFORE ORDERING CANDY

BRACH BARS AND HERSHEY MR. GOOD-BAR LISTED ON THIS PAGE ARE AVAILABLE FROM SEPTEMBER 1st TO MAY 1st. THEY CANNOT BE SHIPPED DURING SUMMER MONTHS. C.O.D. ORDERS FOR CANDY AND CHEWING GUM MUST BE ACCOMPANIED BY A 25% DEPOSIT.



CANDY BARS

Our candy bars are nationally known brands and the inventory is controlled so that fresh stocks are continually arriving. When ordering give first and second choices so that we can make immediate shipment of the freshest stock

	BOX OF 24 BARS
HERSHEY MILK CHOCOLATE BAR	90c
HERSHEY ALMOND CHOCOLATE BAR	90c
HERSHEY MR. GOOD BAR	90c
CLARK'S PEANUT BAR	85c
REGULAR CLARK BAR	90c

When ordering bar candy give 1st and 2nd choice to insure prompt shipment.

1-CENT CANDIES

Flat, oval shaped LIXIE POP suckers in assorted fruit flavors to box of 120. Individually cellophane wrapped with safety stick. Shpg. wt. 2¾ lbs

X7668—Box (120) **85c**

1-CENT STICK CANDY

Old fashioned stick candy each stick cellophane wrapped Come 120 sticks to box in either solid peppermint or assorted flavors STATE CHOICE. Shpg. wt 2½ lbs.

X7669 Box (120) **85c**

ORCHARD CARAMELS

1-CENT SELLERS—Individually waxed paper wrapped 120 in box Shpg wt. 3 lbs. **85c**

X7282—Box (120)

BLACK JACK CARAMELS

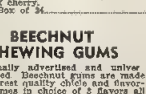
1-CENT SELLERS—Individually waxed paper wrapped 120 in box. Shpg wt 3 lbs. **85c**

X7283—Box (120)

HERSHEY'S KISSES

2-FOR-1 CENT SELLER—Foil wrapped milk chocolate drops 240 in box Shpg wt 3 lbs.

X7284—Box 240 ..... **90c**



BRACH'S CANDY BARS

MINT CREME TWINS—Come 2 pieces dark chocolate covered, mint creme center, candies in wrapper to retail for 5 cents. Shpg. wt

X7672—Box of 24 ..... **85c**

CHERRY CREME—Dark chocolate covered with cherry flavored creme center containing small pieces of cherry.

X7674—Box of 24 ..... **85c**

BEECHNUT CHEWING GUMS

Nationally advertised and universally liked. Beechnut gums are made from purest quality chicle and flavoring. Comes in choice of 3 flavors all of which sell equally well. 20 packages to display box. Shpg wt. box, 1 lb

PEPPERMINT—
X7641P—Box (20) **65c**

SPEARMINT—
X7645—Box (20) **65c**

BEECHICS—Shpg. wt. 1½ lbs.
X7648—Box (30) **65c**

MARS DOUBLE BAR ASSORTMENT

Great big box of assorted MARS candy bars consisting of 12 5-cent Milky Way, 12 5-cent Mars Snickers, 12 5-cent Forever Yours, 10 10-cent Whipped Cream Buns, 4 5-cent Mars Coconut Bars. Makes a total of 46 bars for display in smaller candy stores or concessions or for sale by grocery stores to families that eat a lot of candy. The assorted chocolate confections in this box contain sweet milk chocolate, sweet dark chocolate, white sugar corn syrup, toasted almonds, whites of eggs, vegetable oil, salt, breakfast cocoa, lecithin peanuts, sweetened condensed milk, malted milk, invert sugar, coconut and pure vanilla flavor. Shpg. wt box, 7 lbs.

X7295—Box (46 bars) **$1.80**

DERR'S SNOWBALL COMPOUND 11 FLAVORS

Use 2 ozs. of compound to one gallon 22 Baumne syrup. Derr quality assures you satisfaction

Shpg wts., pt. 5 lbs., qt. 3 lbs., gal. 12 lbs.

	Flavor	Per Pt.	Per Qt.	Per Gal.
A900	Lemon	$1.00	$1.85	$6.00
A901	Lemon-Lime	1.00	1.85	6.00
A902	Orange	1.00	1.85	6.00
A903	Lime	1.00	1.90	7.00
A904	Cherry	1.00	1.85	6.00
A905	Grape	1.00	1.90	6.50
A906	Strawberry	1.00	1.90	6.00
A907	Raspberry	1.00	1.85	6.00
A908	Pineapple	1.45	2.95	10.00
A909	Vanilla	1.00	1.90	7.00
A910	Root Beer	1.00	1.85	6.00

SHELBY BUBBLE GUM

Kiss or long shape. Assorted colors and flavors each box.

SUPER-DUPER 1-CENT KISS—100 pieces in box. Comic strip wrapped Shpg. wt. 4 lbs.

X7802—Per Box (100 pcs.) **75c**

E-Z BLOW 1-CENT ROLL—100 pieces in box. Twist paper wrapped Shpg. wt. 4 lbs.

X7503—Per Box (100 rolls) **75c**

The best known and most popular chewing gums. All come 20 pkgs. to box State number indicating brand wanted. Shpg wt. 3 lb.

		PER BOX
X7690	Wrigley Spearmint	
X7691	Wrigley Doubleminit	
X7692	Wrigley Juicy Fruit	
X7693	Beeman's Pepsin	
X7685	Dentyne	65c
X4065	Chiclets	

AS STANDARD AS A DOLLAR BILL!

BAYER TABLETS OF ASPIRIN

We have always thought the way to say it was Bayer Aspirin Tablets. Now they say it's 'Bayer Tablets of Aspirin' they that's what they are. Bayer has been the leading name in Aspirin for years. They come 12 Tablets & grain each in flat tin box or 25 or 100 tablets in bottle. Shpg wts ½, 1 and 1½ lbs.

15-CENT SIZE 12 tablets in box	
Y345 Dozen Boxes	$1.20
25-CENT SIZE—25 tablets in bottle	
Y346 Dozen Bottles	$2.00
75-CENT SIZE—100 tablet bottle	
Y348—Dozen Bottles	$6.00

For Your Counter

CERTIFIED ASPIRIN

Guaranteed U.S.P. 5 grain, 12 tablets in box. A ready seller and a long margin profit payer.

3 dozen boxes in display carton. Shpg. wt. 3 lbs.

M137—
Per Carton ... $1.10
Gro. Boxes (4 ctns.) ... $4.00

CERTIFIED ASPIRINS IN BOTTLES

25c Seller

Guaranteed U.S.P. 5 grain. Put up 100 in bottle each in tuck box and 12 to master box. You can't afford to be without it. Order a shipment today.

Y2980—Shpg. wt. doz. 3 lbs.
Per Doz. ... $2.00
Per Gro. ... $23.00

CERTIFIED ASPIRIN

A popular pocket size box containing 8 aspirin tablets, U.S.P. 5 grain. 50 boxes in a flashy display card with easel back. Retails 5c per box, brings dealer $2.50.

M8625—Shpg. wt. 1 lb. Card ... $1.67
10 Cards for ... $16.00

KOOL-AID

10 BIG COOL GLASSES OR 20 FROZEN SUCKERS

NATIONALLY ADVERTISED Kool-aid drink powders make fine fruit flavored drinks, sherbets and frozen suckers, all in big demand during the hot summer days. Also sells all year around. This celebrated product is furnished in six popular true fruit flavors: orange, lemon-lime, grape, cherry, raspberry and strawberry. Assorted 48 packages in special counter display. Shpg. wt. asst., 6 lbs.; doz., 2 lbs.

ASSORTED FLAVORS—	
X4587—Per Ass't. (48 pkgs.)	$1.90
SOLID FLAVORS—State choice.	
X4588—Per Dozen	48c

BAYER'S BABY ASPIRIN

Retails 15c

2¼ grain size aspirin made especially for use of infants and small children. Comes in tablets in bottle. Candy flavored. Shpg. wt. dozen, 1 lb.

V7508—
Dozen Bottles ... $1.20

Always a Dependable Seller

Millerhaus Famous Liniment

Good for man or beast. Made from penetrating oils and if used according to directions will be found a most valuable remedy in the bottle. It gives relief to sufferers from rheumatism, aches, pains and joints, contracted muscles, etc. Each bottle labeled with directions and packed in carton. Wt., 4 ozs. Men and pitchmen find it a profitable and consistent seller.

Note Cannot be sent by mail.

M6073—1 gro. in case. Shpg. wt., 38 lbs.
Per Doz. 90c Per Gro. $10.50

VASELINE

White Petroleum Jelly

A soothing dressing for minor cuts, skin irritations, sunburn, frost bite or burns. Sometimes taken as an internal lubricant for constipation. Comes in 1¾ oz. net weight, individually boxed glass jars. 1 dozen jars in package. Shpg. wt. dozen, 4 lbs.

V358—
Dozen ... $1.28
M137—

ANACIN TABLETS

Anacin is compounded like a doctor's prescription. Excellent for colds, neuralgia, headaches and muscular aches and pains. 12 tablets in tin box, 12 boxes in ctn. Shpg. wt. per ctn. ½ lb.

M3184—
Per Carton (12 boxes) ... $2.00

TUMS

Gives quick relief for sour stomach or heart burn. Put up in handy $1.00 retail display packs containing 6 single rolls and two 3 roll carrier packages. ¼ doz. "handy packs" in carton. Shpg. wt. 4 lbs.

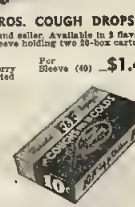
M3822—
Ctn. (144) ... $8.00 Less than Ctn. Doz. Rolls 70c

SMITH BROS. COUGH DROPS

An all year round seller. Available in 3 flavors. 40-5c pkgs. in sleeve holding two 20-box cartons. Shpg. wt. 6 lbs.

X7818—Black
X7820—Wild Cherry
X7816—Mentholated
For Sleeve (40) ... $1.40

Original F and F COUGH DROPS 10c Seller



Medicated lozenges made to conform with original F & F formula to give relief to coughs due to colds. Nationally known 10c seller. Packed 12 in display box. (Shpg. wt. 2 lbs.

X7517—
Dozen boxes ... 80c
"F AND F" CHERRY FLAVORED—
X7611 Dozen boxes ... 80c

Vicks Medicated Cough Drops

V8378—20—10c boxes in carton. Shpg. wt., 4 lbs. Per Carton ... $1.30

Luden's Cough Drops

A consistent 5c seller. Now available in 3 popular flavors. Honey-Licorice, Menthol or Cocillana. 40 boxes to ctn.

X7712 Mentholated
X7711—Cherry
Shpg. wt. 8 lbs. Per Carton ... $1.40

EX-LAX *The CHOCOLATED LAXATIVE.*

—not too strong!
—not too mild!
—it's the **Happy Medium!**

As a precaution use only as directed

The original laxative.

M261—Per Dozen	90c
50c Size. Shpg wt. 1½ lbs.	
M588—Per Dozen	$2.40

Mitchell LIVING IMAGE 17" *Television*

Mahogany Finish
No. 7R5053 (#T17-M)
Index: 1-23886 Retail $330.04

Blonde Finish
No. 7R5054 (#T17-B)
Index. 1-24645 Retail $340.63

Prices include Federal Tax and 1 Year Parts Warranty

WITH THE *"Studio View"* RECTANGULAR PICTURE TUBE

NOW you can enjoy "*Living Image*" Television, exactly as telecast . . . as real as life itself on a full 17-inch filter-face rectangular screen. You see *all* the picture with "STUDIO VIEW" realism—rich in contrast, detailed, sharp—kept absolutely steady by the automatic Synchro-Hold circuit feature. Automatic Gain Control assures photographic realism under all viewing conditions. Tuning is simplicity itself with the 12-position All-Channel Selector that brings both picture and sound in right "on the beam"—automatically synchronized. The built-in Magna-Tenna does away with awkward antenna installations in most locations. And for your complete enjoyment, the MITCHELL "*Living Image*" picture is matched by a quality of tone so realistic, so true, you'll feel you're hearing as well as seeing the program right in the studio. Your Mitchell Television receiver is housed in a custom-grade cabinet, using only the finest woods. Available in Blonde or Mahogany finish—hand-rubbed to smooth, lustrous perfection.

SPECIFICATIONS

Advanced Television circuit design. Features 17-inch Rectangular Dark Faced Picture Tube. Includes built-in Magna Tenna, Synchro-Hold Picture Stabilizer continuous type All-Channel Station Selector, Automatic Gain Control. Alnico PM Dynamic speaker, connection for attaching automatic record changer or phonograph player. Chassis incorporates twenty tubes including Kinescope and two rectifiers. Console measures 39" high, 22" wide, 19¼" deep. For 110-120 volt, 60 cycle A.C. only. Shpg. wt., 110 lbs.

SYNCHRO-HOLD TUNING

Automatically "locks in" the picture—keeps it bright, clear, steady. Screens out interference so picture stays movie-clear on all programs.

BUILT-IN MAGNA-TENNA

Latest type built-in antenna, fixed for maximum signal pickup. No adjustments necessary. Outside antenna can be attached for fringe area use.

EASY BEAM TUNING

Single knob brings in sound and picture *automatically synchronized*. Fine adjustments, seldom necessary, are on front panel. Tunes all TV channels.

AUTOMATIC GAIN CONTROL

Keeps picture contrast and clarity constant—holds sound volume uniform. Automatically bans flutter or "tearing" caused by electrical interference.

PIN-POINT FOCUS

Special circuit feature automatically builds up a sharp, strong, full-contrast picture. Glare-free 17" tube is virtually flat, shows no distortion.

SUPERB FM TONE

Exceptional high fidelity, static-free FM. Powerful Alnico PM dynamic speaker in a large baffle area reproduces every note with crystal clarity.

Mitchell TV
brings you
ALL THE ACTION
sharp, clear, real as life!

TR

DECORATOR-STYLING • BRILLIANT TONE • LONG RANGE POWER

Strictly contemporary . . . decidedly sophisticated . . . infinitely de luxe in every detail of design and performance—that's the MITCHELL *Madrigal*. Here's beauty you can see at first glance. Here's performance you'll fall in love with right from the first note you hear. The accent's on bell-like tone quality, backed by a world of reserve power and sensitivity that makes every program a delightful listening experience. Here's the radio for any room in your home, with the truly fine quality you'd expect of your "main" set. Yes, here's spirited beauty you can see, tonal beauty you can hear—more than you've ever dreamed of for less than you'd guess . . .

THE *Madrigal*

6 TUBE TABLE MODEL RADIO

No. 1R133 (#1254) *Walnut Finish*
Index: 1-2551; 4-2447 — Retail $34.95

No. 1R134 (#1255) *Ivory Finish*
Index: 1-2797; 4-2663 — Retail $39.95

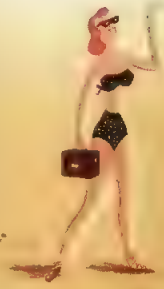
Specifications: Powerful AC-DC Superhet. Tunes 540-1620 kc AM band for complete standard broadcast reception. Includes built-in "Air Magnet" loop—no aerial or ground required. Powerful Alnico PM dynamic speaker develops full-bodied, lifelike tone. Unique easy-to-tune "Magna Vision" dial. Includes automatic volume control. 6 tubes including 12AU6, 12BA6, 12AV6, 6C4, 50C5, 35Z5GT rectifier. Beautifully housed in a striking plastic-molded cabinet. Available in Ivory or Walnut. Size 10¾" wide, 7" high, 5¾" deep. For 110-120 volt, 50-60 cycle A.C. or D.C. Shipping weight, 6 lbs.

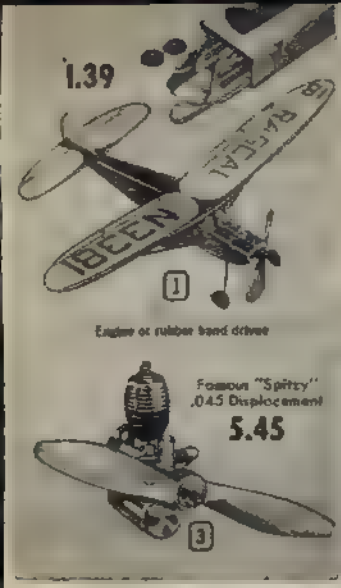
. . . *Mitchell* 3-WAY PERSONAL *portable radio*

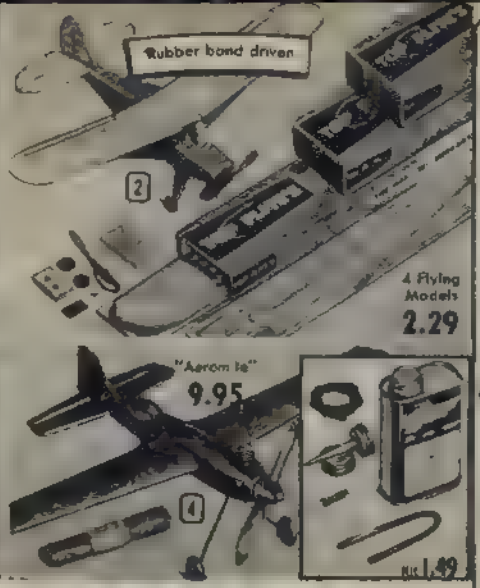
No. 3R1510 (#1256) *Maroon Finish*
Index: 1-2797, 4-2663 — Retail $39.95

Specifications: A superior 3-Way personal portable Superhet. Operates from self-contained batteries, from 110 volts A. C., or from 110 volts D. C. Tunes 540-1620 kc full standard broadcast band. Has built-in "Air Magnet"—no aerial or ground needed. powerful Alnico PM dynamic speaker, automatic volume control, full-vision side-tuning dial. Tubes 1R5, 1B4, 1U5, 3V4 with selenium rectifier for instantaneous playing on AC, DC or batteries. Uses readily available 4½ volt "A" and 90 volt "B" batteries. Presented in a gem of a carrying case, of smart maroon plastic, with practical carrying handle. Size: Only 9½" wide, 6½" high, 4¼" deep. Shipping weight (less batteries). 6 lbs.

You'll have the whole world of radio enjoyment always at your fingertips with the MITCHELL Portable. This exciting new radio leads a happy triple-life—carries and plays anywhere—from AC outlet, from DC outlet or from self-contained batteries. Everything's snugly built-in, it's lightweight and compact, yet built to take punishment and always keep its bright, smart look. Here is your perfect all-around radio companion, whether you carry it along for fun in the sun or play it at home. At home or abroad, here's the last word in true-toned, powerful reception—the preferred personal portable for America-on-the-Go . . .







1 "LIL RASCAL" Gas Model Free or controlled plane to delight the beginner or experienced model-flyer. Wood sheets die-cut for easy assembly; instructions. Order engine below for use with this kit.
35 J 5[illegible] (1 lb.) Kit 1.39

3 "SPITZY SR" ENGINE Complete with propeller and assembly accessories. Use with plane model above or with model cars, boats, etc. A well known engine in the model hobby field. .045 displacement. Wonderful gift!
35 J 5148 Postpaid 5.45

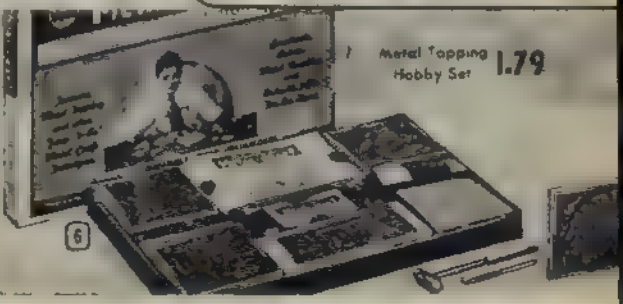
2 FOUR POPULAR MODEL PLANES Boys and girls of all ages love to build and fly rubber powered planes. Here are 4 popular, colorful models on balsa wood die-cut and numbered for easy construction. Sample step-by-step instructions in tubes of cement only. Too [illegible] to need.
35 J 5130 Shipping weight 1 lb. 10 oz. Kit 2.29

4 "AEROMITE" ENGINE-POWERED PLANE Guided from the ground! Powered by mighty 1-cylinder engine with platinum glow plug. This lightweight, high-impact plastic plane is sure to be the envy of the neighborhood. With 18-inch wing span, 13-inch fuselage.
R35 J 5145 Postpaid Complete 9.95
ACCESSORY KIT Includes 8-oz. container, pouring spout, fueling tube, clip, wire.
35 J 5149 Postpaid Complete 1.49

WONDERFUL 6-PLANE ASSORTMENT
- Solid wood construction
- Assemble without tools
- Easy-to-follow instructions

3.98

Now you get six of America's finest planes in one outfit! Great fun. Simple to assemble. Included: Assortment of Sea Plane, Sky Rocket, Sea Hawk, Sub, [illegible] and Black Widow. Sturdy pre-formed balsa parts, accessories, [illegible]. Shipping weight [illegible] lbs. 5 oz.)
35 J 5147 Set of 6 3.98
SET OF 3 Sea Plane, Sky Rocket, [illegible]
35 J 5146 Shipping wt. [illegible] Complete 1.87



5 "KAR DOODLES" CONSTRUCTION KIT Straight [illegible] circus wagons, armored cars, troop transports, band wagons, fire engines and farm trucks! Over 100 multi-colored plastic pieces. Interlocking body parts for easy [illegible] assembly. Bright push-out [illegible] wheels for [illegible] to ride in the cars.
35 J 5189 Shipping weight 2 lbs. Complete 1.79

6 METAL TAPPING SET Special hobby set for boys or girls [illegible] 4½ in. square and one [illegible] 3-in. wood plaques, [illegible] printed soft metal sheet, metal tapping hammer, punch, nails.
35 J 5193 Shipping weight 3 lbs. 8 oz. Complete 1.79
DELUXE SET With [illegible] gypsum board, stains, brush [illegible]
35 J 5194 Shipping weight 5 lbs. Complete [illegible]

7 CONESTOGA WAGON. More than a toy—a real size model of popular wagon of the old west with mechanical wheel, brake, white muslin covered top. Metal body has plastic wheels. Two lithographed metal horses, lead wagon [illegible] long, 4½ in. high.
35 J 5107 Shipping weight 13 oz. 1.79

8 REAL WESTERN STAGE COACH Four horse team leads lithographed metal stage coach mounted on sturdy plastic wheels. Real [illegible] brightly colored replica of old Western stage to thrill any wild west fan. Coach and Team [illegible] inches long, 4½ inches high.
35 J 5108 Shipping weight 14 oz. 1.49

9 RUGGED RANCH BUGGY Give [illegible] boy or girl a real western [illegible] with this fine replica of the ranch buggy of years ago. Horse drawn; sturdy metal and plastic construction. 8½ in. long, 4½ in. high.
35 J 5106 Shipping wt. 8 oz. 98¢

84-PIECE ARMY TRAINING CENTER

Fully Equipped **3.89**

- [illegible] 11x7x6½ in. high, with furniture
- 50 vinyl plastic soldiers; 3 pup tents; 7-in. flagpole with flag
- Field pieces include, rifle on tripod; 2 mounted machine guns, bazooka, 2 stacks of rifles
- Eight 6-in. sections of interlocking fence, each 1¾ in. high
- Plastic army transport truck

Specially for the little general . . . give him an army all his own this Christmas. He'll play soldier for hours. Lithographed metal . . . with safe smoothly turned edges. Headquarters building is open at back so he can move furniture and personnel in and out easily. Easy-to-follow instructions included. (4 lbs.)
35 J 5284 Ma labia **3.89**

Realistic Equipment for Your Jr. General

8-PC. PLASTIC AIR FLEET

- 7½-in. model Boeing Strato cruiser
- 2 twin engine troop carriers, 4 per suit planes, twin engine bomber

Every youngster loves planes—give him a whole air fleet for Christmas! Outstandingly low priced at Spiegels.
35 J 5281 Shpg. wt. 12 oz. 8-pc. set **1.69**

22-PIECE SOLDIER SET

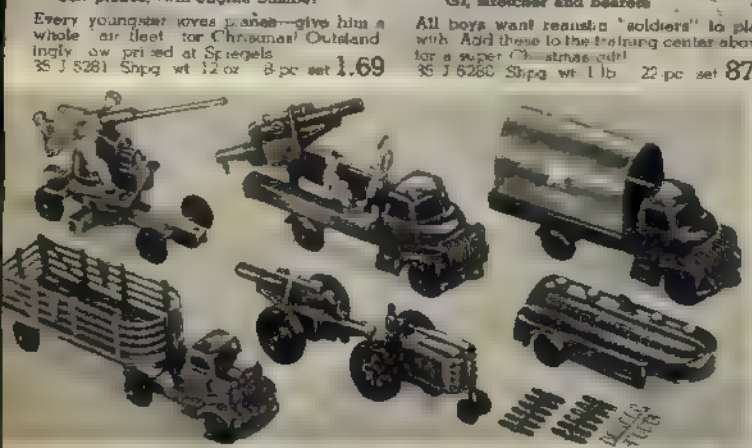
- Vinyl plastic figures; approx. 2-in. tall
- 5-pc. hospital unit, nurse, wounded GI, stretcher and bearers

All boys want realistic "soldiers" to play with. Add these to the training center above for a super Christmas outfit!
35 J 5280 Shpg. wt. 1 lb. 22-pc. set **87¢**

11 PLASTIC ARMY VEHICLES

- Jeep with trailer; sound truck, wrecker
- Service truck and compressor trailer
- 3-wheel and 2-wheel motorcycle with handle bars that really turn
- 2 fighter planes, twin engine bomber

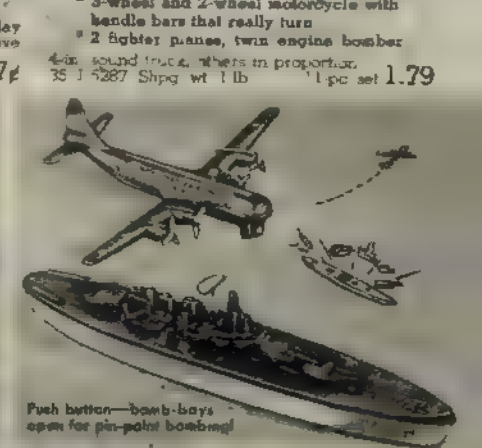
4-in. sound truck, others in proportion.
35 J 5287 Shpg. wt. 1 lb. 11-pc. set **1.79**



8-PIECE PLASTIC ARMY TRUCK OUTFIT

- Anti-Aircraft gun, 6-in. mobile gun unit, heavy artillery field piece—each with 12 rounds of plastic ammunition
- Troop carrier, oil trailer, cab, supply trailer, tractor

It's a ready-for-action fighting unit! "Big" guns actually shoot! Pressed wood soldiers add to realism.
35 J 5283 Shpg. wt. 1 lb. 4 oz. Complete **1.89**



EXCITING ACTION! PLASTIC "BOMB-A-SHIP"

- 13-in. battleship floats in water, rolls on dry land, 7-in. model B-29 with bomb release drops a 1⅜-in. metal bomb
- Two can play at once: 1 as bomber pilot, 1 as battleship commander

Real action combination! When bomb hits target, special spring construction "explodes" ship's super structure. Pieces can be replaced easily.
35 J 5282 Shpg. wt. 12 oz. Complete **1.79**

3 WAYS TO BUY GIFTS . . . SEE PAGE 141

Monarch Radios – Record Changers

MONARCH PERSONAL COMBINATION 3-WAY AC/DC and BATTERY RADIO

Luggage Style Portable Cabinet. In red, green or brown [illegible] Measures [illegible] inches x [illegible] inches.

Superheterodyne Circuit. With 4 RCA licensed radio tubes plus rectifier. Has two dual purpose tubes. 3½ inch P.M. dynamic speaker with Al-[illegible] Square Airplane type dial. Plastic front [illegible] Standard [illegible] 53[illegible] KC to 16[illegible] KC. Built-in loop antenna. Power changeover switch located on front panel to switch from [illegible] volt AC or DC power [illegible] source [illegible] the self contained [illegible] slipping weight [illegible] batteries. Requires one 67½ volt B Battery and two 1½ volt flashlight A batteries. Retail 2[illegible]

No. 3A37. Lots of 6 Each 17.96
Each 18.86

BATTERIES

No. 3A53. 67½ volt B battery. Retail 2.50 Each 1.93
No. 3A54. 1½ volt A battery. Retail 12½ Per dozen 1.08

Battery Set for Model No. 3A37. Contains 67½ volt B battery and two 1½ volt flashlight type A batteries. Retail [illegible]

No. 3A55. Per set 2.02

Monarch AC/DC Plastic Table Model Radio. Latest advanced type superheterodyne licensed under RCA and Hazeltine patents. 4 tubes and rectifier including two dual purpose tubes. Illuminated rectangular slide rule dial. Automatic volume control circuit. Standard [illegible] from [illegible] to 1720 KC. Built-in loop antenna. Operates on 105-125 volts, 50-60 cycles AC or DC. Artistically designed plastic cabinet in choice of mottle walnut or ivory finish. Size 1[illegible] x6⅝"x[illegible]"

No. 3A75. Walnut. Retail 19.95.
Lots of 6. Each 14.25
Each 15.35

No. 3A76. Ivory. Retail 21.95
Lots of 6 Each 15.67
Each 16.80

Monarch Table Model Radio. Advanced type superheterodyne circuit. [illegible] tubes, including rectifier, 2 dual purpose tubes. P.M. dynamic speaker with Alnico V permanent magnet. Illuminated square airplane type dial. Automatic volume control. Built-in loop antenna. Size 9⅝"x6½"x5¼". Walnut or Ivory plastic cabinet. 105-125, 50-60 cycles AC, DC.

No. 3A77. Walnut. Retail 17.95.
Lots of 6. Each 13.10
Each 14.00

No. 3A78. Ivory. Retail 19.95
Lots of 6. Each 14.56
Each 15.46

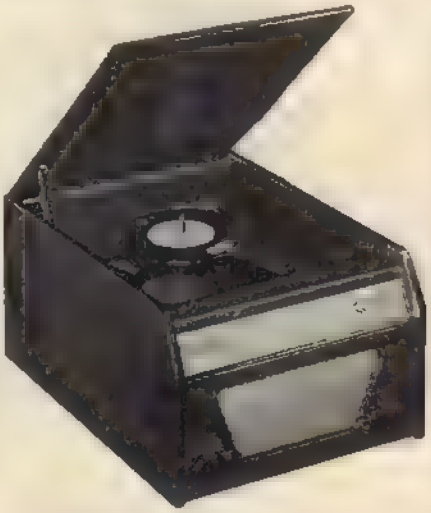
Monarch 6 Tube AC/DC Plastic Table Model Radio. Latest advanced type superheterodyne [illegible] P.M. Dynamic Speaker with newly developed Alnico No. [illegible] speaker. Illuminated slide rule dial. Built-in loop antenna. Operates 105-125 volts, 50-60 cycles AC, DC. Available in Walnut or Ivory [illegible] plastic cabinet. 1[illegible]"x6½"x6½"

No. 3A43. Walnut. Retail 24.95
Lots of 6 Each 17.71
Each 18.61

No. 3A44. Ivory. Retail 26.95
Lots of 6 Each 19.13
Each 20.03

Monarch Portable Radio and 3-Speed Phonograph. Latest advanced type superheterodyne. 4 RCA licensed radio tubes and rectifier, includes [illegible] dual purpose tubes giving [illegible] tube performance. Tuning range [illegible] Built-in loop antenna. Powerful P.M. dynamic speaker. Smooth quiet operating electric motor [illegible] turntable. Simple [illegible] arm for [illegible] from 3[illegible] to [illegible] 78 RPM turntable speeds. Has long [illegible] Plays [illegible] record speeds [illegible] sizes. Very attractive [illegible] type carrying case covered in fancy simulated leather. 8" x 14" x 1[illegible] 105-125 volts, 60 cycles AC only. Underwriters Laboratories listed. Retail [illegible]

No. 3A79.
Lots of 6 Each 29.16
Each 30.00

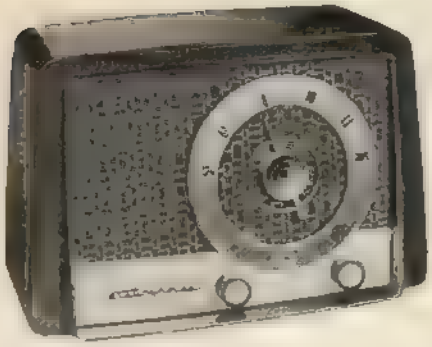


Monarch Deluxe 3-Speed Automatic Record Changer Radio - Phonograph. Table Model. Latest advanced type superheterodyne circuit. 4 tubes including 2 dual purpose tubes giving 6 tube performance. Variable tone control. Powerful 5" P.M. dynamic speaker. Extra large illuminated slide rule dial. Automatic volume control circuit. Standard broadcast 540 KC to [illegible] KC including [illegible] Automatic [illegible] giving smooth quiet performance. Plays twelve [illegible] records of ten [illegible] records automatically, without stopping. Light weight pick-up arm includes built-in lifetime permanent needle. 110-125 volts, 60 cycles AC only. Beautifully finished mahogany veneer top and front. Over-all dimensions 15 inches wide, 19 inches deep, 9 inches high.

Famous Webster-Chicago Model 346 — 3-speed automatic record changer. Simplest in design and operation. Provides automatic playing of 7, 10 or 12-inch records at speeds of 33⅓, 45 or 78 rpm. Built-in lifetime needles for 78, 33⅓ or 45 rpm playing. Retail 89.95

No. 3A57. Lots of 6 Each 60.00
Each 61.35

Westinghouse RADIOS



Westinghouse Radio. A smartly designed table model radio. Cabinet made of strong lustrous polystyrene in maroon or ivory color. Attractive gold dial, with maroon or ivory knobs. Broadcast range standard AM 540 KC to 1600 KC. An automatic volume control prevents blasting noises and maintains an even listening level. Has bass compensation for correct tonal balance at any volume control setting. Powerful Alnico V speaker. Built in antenna. Contains Rectifier plus 4 tubes, including multi-purpose tubes. Cabinet size 8 inches high, [illegible] inches wide, 5⅝ inches deep. Operates on 105 to 120 volts, AC-DC. Underwriters' Laboratories listed.

No. 3A24. Maroon. Retail 24.95, Each **18.71**
3 or more, Each **18.33**
No. 3A28. Ivory. Retail [illegible] Each **20.21**
3 or more, Each **19.81**

Westinghouse Radio. Cabinet made of strong and durable Lustrex in brown with gold colored plastic control panel and ivory plastic [illegible] on brass insert. Slide rule type dial covered [illegible] window. AM frequency coverage from 540 KC to [illegible] KC. This model incorporated a stage of tuned radio frequency amplification. Has a gang condenser, special "choke-former" [illegible] and automatic volume control. Extra-heavy Alnico V speaker. Has bass compensation for tonal balance. 5 tubes including multi-purpose tubes, plus the rectifier tube. Operated on from 105 to 120 volts AC or DC. Cabinet size 8 inches high, 12⅞ inches wide and 5⅞ inches deep. Underwriters' Laboratories listed. Retail 31.95.

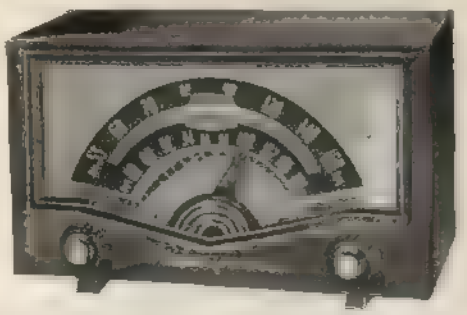
No. 3A29. Each **26.21**
3 or more, Each **25.69**

Clock Radio. A clock controlled radio that will, in addition to automatically starting and stopping radio, [illegible] any electrical appliance that is plugged into its appliance switch. Beautiful plastic cabinet in maroon or ivory color. Westinghouse electric clock. Attractive dial with modern design [illegible]. Broadcast range standard AM 540 KC to 1600 KC. An automatic volume control prevents blasting noises and maintains an [illegible]. Has bass compensation for correct [illegible] balance at any [illegible] setting. Powerful Alnico V speaker. Built-in antenna. Contains Rectifier plus 4 tubes, including multi-purpose tubes. [illegible] 7⅝ inches high, 11⅞ inches long. Operates on [illegible] AC-DC. Underwriters' Laboratories listed. Retail [illegible]

No. 3A30. Maroon
No. 3A31. Ivory
Each **27.71**
3 or more, Each **27.16**

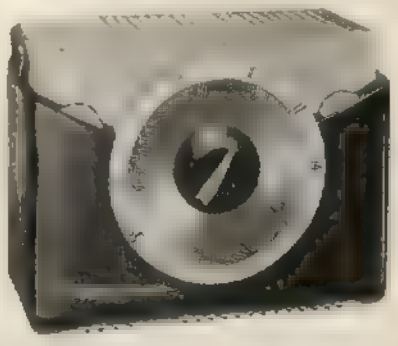
Westinghouse Radio. A modern design in a plastic cabinet in Walnut or Ivory color with contrasting knobs. An unusually attractive dial that is easy to read. Tuning range is standard broadcast from 540 to 1600 KC. Has automatic volume control which reduces blasting and maintains a constant output regardless of variations in signal strength. Powerful Alnico V permanent magnet speaker. Built-in antenna. 4 tubes including multi-purpose tubes plus 1 rectifier. Operates on 105 to 120 volts, AC-DC. Cabinet [illegible] inches high, 9¼ inches wide, 5⅝ inches deep. Underwriters' Laboratories listed.

No. 3A33. Walnut. Retail [illegible] Each **16.46**
3 or more, Each **16.13**
No. 3A34. Ivory. Retail [illegible] Each **17.96**
3 or more, Each **17.60**



Westinghouse AM-FM Radio. Distinctive designed cabinet in Brown plastic with [illegible] knobs with [illegible] brass insert. Tuning dial [illegible] to-read numerals for tuning simplicity. Frequency coverage is standard AM broadcast range of 540 to 1600 KC and FM [illegible] of 88 to 108 mc. [illegible] volume control. [illegible] and [illegible] Antenna [illegible] multi [illegible] long life Selenium rectifier. Operated [illegible] AC or DC. Cabinet size 8⅞ inches high, 14 [illegible] inches wide, 7⅝ inches deep. Underwriters' Laboratories listed. Retail [illegible]

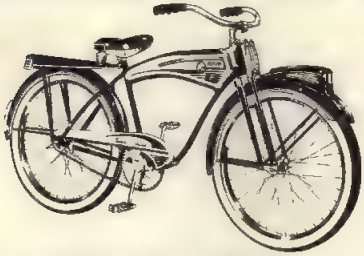
No. 3A27. Each **44.96**
3 or more, Each **44.06**



Westinghouse Portable. Complete with disappearing carrying handle. For those who demand the choicest in portables for excellent tone, station range and beauty. Two tone cabinet in Maroon and Gray or Green and Tan made of lustrous polystyrene plastic. Finger tip knob [illegible] on tuning dial. [illegible] AM broadcasting band from 540 to 1600 KC. Has Automatic volume control, new [illegible] antenna with added signal pick up and RF stage advanced super heterodyne circuit. Portable is designed to operate on AC/DC (105-120 volts) or on self contained battery pack. Has safety switch for automatically cutting off batteries when power line is used. Has long life Selenium rectifier plus 5 tubes, including multi purpose types. Cabinet size [illegible] inches high, 10⅝ inches wide and 5 [illegible] deep. Underwriters' Laboratories listed. Retail 49.95.

No. 3A25. Maroon and Gray
No. 3A26. Green and Tan
Each **37.46**
3 or more, Each **36.71**
Battery Set for Westinghouse Portable 3A25 or 3A26. Retail [illegible]
No. 3A32. Per Set **4.03**

MONARK SILVER KING BIKES



MEN'S MONARK SUPER DELUXE

26" wheels, 18½" frame. Massive motor-bike style fenders; double spring, rubber cushioned front fork; heavy duty luggage carrier; "Kromegard" rear bumpers; built-in tank with enclosed horn; chrome plated wheel rims; whitewall balloon tires; "kick-up" stand. Color choice. Supertone Maroon and cruiser Red with Ivory and Gold trim; Black and Ivory; Peacock Blue, Ivory and Gold. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price

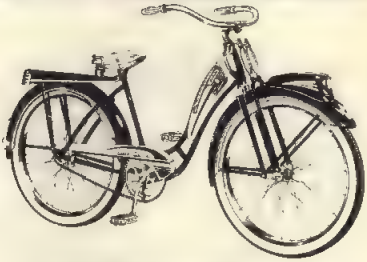
MODEL No. 4400

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
M252-07R ea.	Z651-57A ea.	$69.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 68 lbs.

Inv._____ Pur._____



LADIES' MONARK SUPER DELUXE

26" wheels, 18½" frame. Double spring, cushioned, fork; luggage carrier; "Kromegard" rear bumpers; full length chain guard; built-in tank with enclosed horn; Ivory-white saddle, pedals, handlebar grips and deluxe whitewall balloon tires, chrome plated wheel rims. Color choice: Chartreuse, Black and Gold; Stratto Blue, White and Gold. ONE YEARS' FIRE AND THEFT INSURANCE included in purchase price

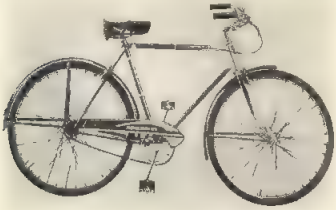
MODEL No. 4410

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
R152-07X ea.	B551-57M ea.	$69.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 68 lbs.

Inv._____ Pur._____



MEN'S MONARK LIGHTWEIGHT

26" wheels, 21" frame. Made of top quality carbon steel tubing. Has 3-speed axle and hand brake. Full ball bearing head and hanger construction. Sponge rubber, lightweight saddle. Has kick-up stand and rear reflector and chain guard. Colors: Maroon, Green, Black and Blue in Jewelized metallic type enamels. Chip proof and mar-proof. ONE YEAR'S FIRE FIRE AND THEFT INSURANCE included in purchase price

MODEL No. M3152

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
R644-09S ea.	U843-59E ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 52 lbs.

Inv._____ Pur._____

LADIES' MONARK LIGHTWEIGHT

26" wheels, 19" frame. Made of top quality carbon steel tubing. Full ball bearing head and hanger construction. Has 3-speed axle and hand brake. Sponge rubber, lightweight saddle. Has guard, kick-up stand, and rear reflector. Jewelized metallic type finish in Maroon, Green, Black and Blue. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No. L3152

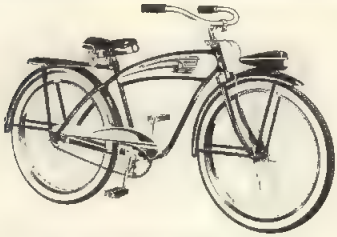
DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
J344-09N ea.	S543-59C ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 52 lbs.

Inv._____ Pur._____

MONARK SILVER KING BIKES



BOYS' 24" MONARK JR. DELUXE

24" wheels 15" frame Patterned after the Monark Super DeLuxe. "Protecto-Gard" tank and saddle rail; chrome finish truss rods, double tube whitewall balloon tires; luggage carrier, chain guard. Color: Supertone Maroon and Cruiser Red with Ivory and Gold trim. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price

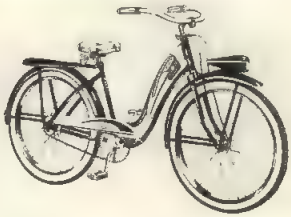
MODEL No. 1300

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
N343-17B ea.	B442-67X ea.	$56.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 55 lbs.

Inv_____ Pur_____



GIRLS 24" MONARK JR. DELUXE

24" wheels, 15" frame. "Safety-Gard" saddle rail, whitewall balloon tires; Ivory-white saddle, handle grips and pedals, built-in tank with horn, luggage carrier; air-style design headlight, chrome finished truss rods. Color. Stratto Blue with white and Gold trim. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price

MODEL No. 1310

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
F543-17S ea.	S242-67B ea.	$56.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 55 lbs.

Inv_____ Pur_____

BOYS' 24" GENE AUTRY BIKE

Has all famous Monark features plus these Western features: Rodeo Brown finish; pony's head above front fork; "jewel" studded fenders, chain guard and saddle; pistol type horn, leather holster with Gene Autry pistol; fringed two-tone "saddle blanket;" brown and white streamer grips. Personally endorsed by Gene Autry. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No. A-240

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
C244-86B ea.	R944-36Y ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 52 lbs.

Inv._____ Pur._____

GIRLS' 24" GENE AUTRY BIKE

For little cowgirls, too specially designed Gene Autry Westerner with gracefully styled drop center, double bar type frame complete with all the Western style and equipment features of the boys' model which include "jewelled" strip on front fork, horseshoe shaped plastic rear reflector, etc. ONE YEAR'S FIRE AND THEFT INSURANCE included in purchase price.

MODEL No A-241

DEALER PRICE 1 to 4	DEALER PRICE 5 or more	SUGGESTED RETAIL PRICE
I944-86D ea.	N844-36T ea.	$59.95 ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Chicago, Ill.

SHIPPING WEIGHT 52 lbs.

Inv_____ Pur_____

A Remarkable Money-Making Offer To Make New Friends For Chilton Greetings

Think of it! EXPENSIVE-LOOKING, UNUSUAL CHILTON GREETING CARDS

Yours for Less Than 2¢ EACH

SELL THEM TO FRIENDS AND NEIGHBORS IN SPARE TIME

Make $2.20 Profit on only 3 Boxes!

Sign Cards in 23-KT GOLD GOLDEN SIGNATURE "PRIZE" ASSORTMENT

Our best seller . . . 21 unprinted Christmas cards, complete with "Gold Writing" XI. Sell this box for $1.25

CHRISTMAS DUETS

21 Clever Christmas designs, especially welcomed by couples and families. Handsomely decorated. Sell box for $1.00.

STAR CREST

15-card assortment finished with variety of our attachments on various Kromekote folders. Die cut, embossed, highlighted with golden printing. Sell box for $1.25

THOUSANDS MAKE $50 AND MORE WITH THIS FAMOUS PLAN

MORE THAN TWO DOLLARS in Immediate Cash Profit — what up for Christmas Greeting Boxes! [illegible] CHILTON Gold Signature Greeting Cards. A GLORIOUS [illegible] profit [illegible] MULTIPLY [illegible] $2.20 sell by [illegible] your friends and neighbors [illegible] at our expense! [illegible] cards [illegible] and [illegible] Over [illegible] thousands [illegible] $50 $50 and more in your spare time—[illegible] and [illegible] No experience needed! Value-wise folks get more than DOLLARS their money's worth by buying CHILTON Box Assortments. No [illegible] where you live what you do . . . whatever your age . . . it's easy and pleasant to make money with CHILTON GREETINGS.

Churchest Clubs! Write for our successfully tested fund-raising plan. A proven and profitable!

FREE TRIAL OFFER

Your Profit Guaranteed

Send no money — pay nothing until you receive and examine the beautiful CHILTON Greetings. Show them to friends and neighbors. READ the fascinating [illegible] Advance [illegible] state [illegible] as we [illegible] friends [illegible] these cards [illegible] you an immediate profit of $2.20 [illegible] on our [illegible] CHILTON 139 Kingsley St., Boston 11 Mass. 1812 Roscoe St., Chicago 13, Ill.

CHILTON GREETINGS CO.
139 Kingsley St. Dept. F-7 Boston 11 Mass.
1812 Roscoe St. Dept. F-7 Chicago 13, Ill.
Please send me my free boxes of CHILTON CHRISTMAS Greetings described above on free approval. I pay nothing when cards are in. I may keep cards and pay only $1.00 plus mailing cost or return them at your expense.
Name
Address
City, Zone, State

NEW! CHEAP! OIL BURNER SWEEPING THE COUNTRY!

SALESMEN BIG MONEY!

Rubber Stamp advertising

gives you the most value for your money. It identifies your name with your business and it saves your money on printing.

We send you a quality stamp POSTPAID for only 50¢ first line. 30¢ each additional line. Ink pad only 35¢. (65¢ for pad with indelible ink — good to mark clothing.) Add 35¢ for RUSH AIR MAIL. No c.o.d.

One-Spot Co. Jessup 5, Maryland

How to ride 55 HORSES

Swing into the saddle of a Harley-Davidson Big Twin — feel the surge of two-footed power from the mighty 55 hp motor. Here is a motorcycle designed for thrilling sport and adventure. Cuts across fields and through woods as easy as barreling down the highway. You'll like the freedom and exhilaration of motorcycling, the great companionship it brings you. See your dealer today and take your buddy along. Or send 25 cents for literature and Enthusiast Magazine

HARLEY-DAVIDSON MOTOR CO., Dept. FJ, Milwaukee, Wis.

HARLEY-DAVIDSON
HYDRA-GLIDE

Hire a farm manager

(Continued from page 61)

know when to sell my share."

I couldn't take the job, but I told her that she was on the right track. "You need a professional farm manager, a good one whom you can trust. You needn't begrudge his fee, because your increased income—with no headaches—will pay his fee several times over on a sizable, productive farm."

IN THE 30 years I've been in this farm management work, I've known many women who own farms which they rent to tenant farmers. Most of these women are in a constant stew, and to put it mildly—they usually are a pain in the neck to their tenants, as well as their farm and financial advisers.

They'd go to a doctor if they had health problems. If they had legal difficulties, they'd consult a lawyer. But it's hard for them to realize that they also need professional help in the business that means their very livelihood!

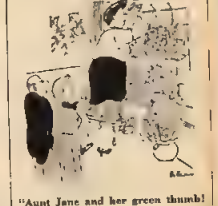
Some object to the "high cost" of such a service. My reply is that any woman who needs a farm manager pays for one whether she hires him or not. If she goes without the expert help she needs, she merely takes a lower income. As a bonus, she reaps that worried look.

Take the case of the woman who built a $4,000 machine shed—when what she really needed was more grain storage. Another, who owned a *cash grain* farm, spent a lot of money building fences strong enough to turn a bull.

Then there was the widow who rebuilt and made major repairs on buildings that were obsolete; she'd better have torn them down.

A COMMON mistake made by women with farms on their hands is to allow their tenants to exploit the land with no effort to maintain its earning power. Unknowingly, they are "selling their land an inch at a time."

Or they'll write the kind of lease that leads to trouble, instead of one



"Aunt Jane and her green thumb! I hope she hits it!"

Give Them Toys to Ride

1 CHAMPION AUTOMOBILE Thrill your child with this realistic car. Heavy gauge steel body; improved undergear design for easy pedaling and steering; more leg room. 8-in. double disc wheels, ⅝-in. rubber tires. Bright pearl hood ornament, baked-on enamel finish. Light blue with white trim, silver color grill. 17x36 in. long.
E35 J 3173. Mailable (31 lbs.) **12.98**

2 DUMP CART OR TRAILER Actually dumps! Attaches to tractor (3) or (4). Sturdy steel construction. 8-in. wheels, rubber tires. Red with white trim. 15½x23½ in. long.
E35 J 3176. Mailable (19 lbs.) **7.95**

3 CHAIN DRIVE FARM TRACTOR. "Oh boy, just like a real tractor!" Hitch dump cart (2) to rear for hauling. Adjustable driver's seat. Heavy gauge steel frame, rounded edges for safety. 8-in. front wheel, 10-in. rear wheels. 1¾-in. semi-pneumatic rubber tires. Easy to operate, drive with roll type chain. Red with silver trim. 22½x38½x27½ in. high.
E35 J 3171. Mailable. (36 lbs.) **24.95**

4 PEDAL DRIVE FARM TRACTOR Similar to above but with pedal type drive, ball-bearing pull straps and ball-bearing rear axle supports. Measures 20½x38½x27 in. high.
E35 J 3172. Mailable (35 lbs.) **17.95**

5 STATION WAGON Fun to do errands in this realistic station wagon! Heavy gauge steel body, undergear, ball bearing construction. Easy pedaling, more leg room. 8-in. wheels, ⅝-in. rubber tires. Maroon enameled, pearl-like trim. Radiator ornament, bumper; 17x47 in. long.
E35 J 3178. Mailable. (40 lbs.) **19.95**

6 "COMET" AUTOMOBILE. A real speedster! Improved steering design and undergear for easy pedaling, more leg room. 8-in. ball bearing wheels, ¾-in. rubber tires. Has silver finish windshield, front and rear bumpers. Light gray enameled, red trim. 17 in. wide, 39 in. long.
E35 J 3177. Mailable. (40 lbs.) **20.95**

7 MERCURY "HOOK AND LADDER" FIRE ENGINE TRUCK—WITH BELL. Clang! Clang! Clear the way for the Fire Dept.! Heavy gauge steel body, undergear. Two removable wood ladders; rear platform for carrying playmate. Easy pedaling, more leg room. 8-in. wheels, ⅝-in. rubber tires. Red with white trim. 17x47 in. long.
E35 J 3174. Mailable. (40 lbs.) **20.95**

8 AIR FORCE JEEP. Realistic model has machine gun on hood; insignias and numerals. Molded rubber semi-pneumatic tires on 9-in. wheels. Heavy gauge steel frame, sturdy hand rails for extra rider. Air Force Blue. Measures 14x40x13½ in. high. Shpd. frt. or exp from Chicago, Ill. Sh. wt. 38 lbs.
835 J 3137 **16.88**

9 DUMP TRUCK. Great fun. Handy lever for raising and dumping loads. Heavy steel body, undercarriage built to take it. 7½-in. artillery wheels, ⅝-in. rubber tires. Large hub caps. Strong front bumper. Baked on enamel finish. Red with white trim. 14½x44x13½ inches high. Shipped freight or express from Chicago, Illinois. Shpg. wt. 38 lbs.
835 J 3136 .. **16.88**

10 ECONOMY TRACTOR. Low priced! Strong steel construction, rear wagon attachment. Sleeve-bearing front wheel. 10-in. rear wheels. 1¾-in. semi-pneumatic tires; rear tires have lug type tread. Has dashboard, smoke black. Yellow with black seat. 17½x37½ in. long; 26 in. high. Mailable (27 lbs.)
E35 J 3083 .. **14.95**

. . . FOR A MERRY CHRISTMAS

TELE-VUE PROJECTOR Red plastic; 4¾x3¾x3¼ in. Uses 7-volt bulb (like Xmas tree bulb). 4x5½ in. high screen.
35 J 2521. (1 lb. 6 oz.) 2.59

VIEWING DISCS 4 to set—1 brightly colored, 3 black and white. Each disc has 20 pictures.

Set #1 Cinderella (color) Snow White, Little Red Riding Hood Jack and Jill.
35 J 2514 (6 oz.) .....Set 92¢

Set #2 Noah's Ark (color), Old McDonald Had a Farm, Hare and the Tortoise, Lion and the Mouse
35 J 2517 (6 oz.) .....Set 92¢

Set #3 Sinbad the Sailor (color), Three Bears, Three Little Kittens, Three Little Pigs.
35 J 2518 (6 oz.) Set 92¢

Set #4 Aladdin and His Lamp (color), Rip Van Winkle, Tom Thumb, House that Jack Built
35 J 2519 (6 oz.) .....Set 92¢

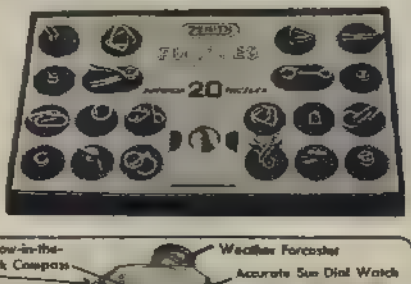
FAMOUS MANDRAKE MAGIC SETS

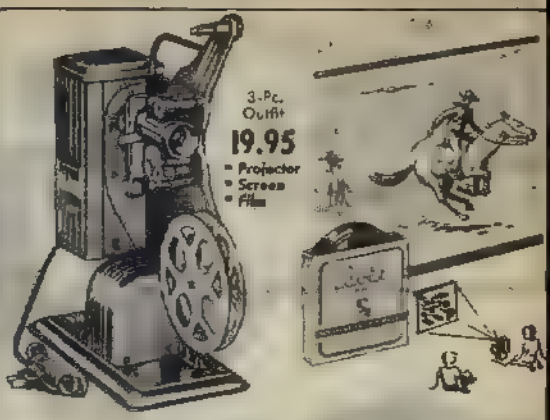
MAGIC SET Work magic with cards, balls, disappearing watch, sleight-of-hand and many amazing tricks. 17x11-in. case. (2 lbs. 6 oz.)
35 J 5198 Instr. 2.79

JR MAGIC SET with simple, easy-to-master tricks. Carrying case (2 lbs. 1 oz.)
35 J 5197 Instr. ..1.79

FUN FOR ALL—20-PIECE PUZZLE OUTFIT

20 PUZZLES Nickel plated wire twisters include circles, double question mark, double loop, nail puzzles, many other. Plus 20 ideas for tricks using household items. Instructions included. Shpg. wt. 1 lb.
35 J 5292 .... 87¢





COMPLETE HOME MOVIE OUTFIT

3-PC MOVIE PROJECTOR SET. 16 mm. electrically powered projector with start-stop switch (110-120 volts, 60 cycles, AC). Auto type 18-volt bulb with reflector. Adjustable lens. Metal base about 9¾x5¼x14½ in. high. 100-ft reel included.

SILVER BEADED CLOTH SCREEN about 18x24-inch size. Rolls on wooden dowel, removable wire easel. 100 foot film "Chaplin—The New Janitor," included with set.
S35 J 2526W 3-pc. Set (Madame 14 lbs.) 19.95

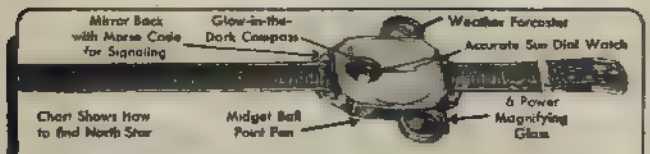
R35 J 2507 Projector only (1). Shpg. wt. 1 lbs. 16.95
R35 J 2500. Screen only (2). Shpg. wt. 3 lbs. 2.98

16-MM FILMS on plastic reels. Each about 100-ft. long.

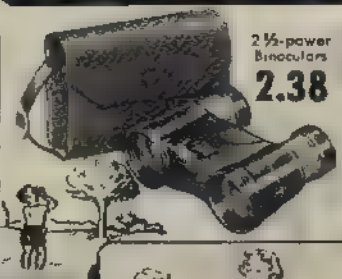
CARTOONS (1) Phantom Chasing, (2) El Toreador; (3) Tanked; (4) Aroma of the South Seas; (5) Circus Novalties.
35 J 2532 State key number (5 oz.) .....Each 1.98

COMEDIES: (6) Calling the Cops; (7) Charlie's Fisted Romance; (8) Kids at Play, (9) At the Ringside, (10) Join the Circus.
35 J 2530. State key number (5 oz.) .....Each 1.98

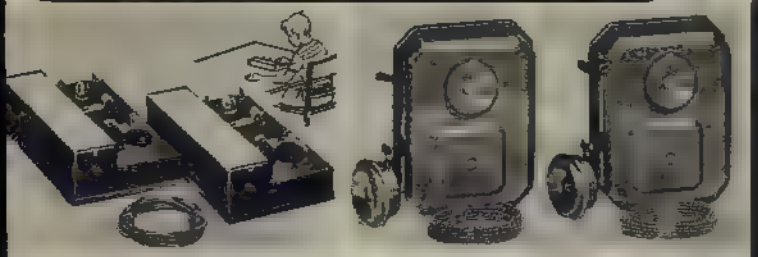
WESTERNS (11) Roaming Wild; (12) Born to Battle; (13) Outlaw Justice, (14) Justice of West; (15) Courage of North
35 J 2531 State key number. (5 oz.) ..... Each 1.98



"TELL-2-ALL" WATCH Amazing watch tells time the scientific sun-dial way! Morse code is engraved on back; with smooth surface for reflection signaling. Chart shows how to find the North star.
35 J 2533 Plastic wrist band is a ruler. Shpg. wt. 14 oz. 1.79



BINOCULARS in handy leatherette case to hang over belt. 2½ power lenses of clear vision optical glass. Adjustable focusing knob. Plastic frame is 3½x2¼ in. closed. (1 lb. 7 oz.)
35 J 2508. 2.38
Fed. excise tax inc.



WESTERN UNION TELEGRAPH SET. Clicks sending messages, flashes in night signaling, buzzes like a wireless! Sends messages up to 100 ft., on four #10 dry cell flashlight batteries. Set includes. 2 sending keys each mounted on a metal base 5½x3½ in., 25-ft. roll double wire, batteries, miniature Western Union Blanks, manual.
35 J 5097 (2 lbs. 2 oz. .2.89

ELECTRIC WALL PHONE SET More than a toy—it's a communication system! Just lift ear phone, press buzzer and you're ready to talk! Operates on two #6 dry cell batteries (not included—see p. 341, your big catalog.) Metal phones are 4½x5¾ inches. 2 coils of wire about 25 ft. long. Instructions tell how to get longer distance if desired.
35 J 5098. (2 lbs. 1 oz.) Set 3.79

ELECTRIC TELEPHONES

TOY DESK PHONE SET Complete with 30-foot coil of double conductor wire, hook-up instructions. Operates on a 6-volt battery or 2 flash light batteries (not included). 6x4x4 in. high phones are durable plastic. Set includes 2 telephones, coil of wire, complete instructions. For batteries, see page 341 in big Fall-Winter Spiegel catalog.
35 J 5099. (4 lbs. 7 oz.) 7.95

CHAIN STORE
COMPETITION?
see the NEW
mow-A-mat
Quality...Features
AND Price!
mowa-m-matic
NOW 3 GREAT NEW POWER MOWERS for '53
mowa-m-matic
Nothing can be finer
with AUTOMATIC DRIVE
MR DEALER
Contact us now for name of your closest Mowamatic Distributor
REEL AND ROTARY MODELS
WRITE FOR DETAILS: THE MOWAMATIC CORPORATION, 137 S. FIFTH AVE., MOUNT VERNON, N.Y.

MURRAY-OHIO BIKES

MEN'S 26" SPRING FORK, DELUXE

26" wheels, 19" frame Double bar frame is reinforced for double strength. Twin spring assembly fork. Has crescent design fenders, plated rims; white side-wall tires, plastic waterproof saddle. Features tank with horn, headlight kick-up stand and luggage carrier. Finish is Black enamel with Vermi lion and Grey trim.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-26	B546-39W ea.	P446-14Z ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox F.O.B. Cleveland, Ohio

Inv._____ Pur._____

LADIES' 26" SPRING FORK, DELUXE

19" reinforced frame, 26" wheels, one-piece drop forged fork, with twin spring assembly. Bright plated rims, white sidewall tires. Has Musselman coaster brake and tan vinyl plastic saddle. Equipped with headlite, horn, luggage carrier, kick-up stand, chair guard Finish: Ivy Green with Sage Green and Ivory trim

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-27	R646-39K ea.	X346-14J ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____

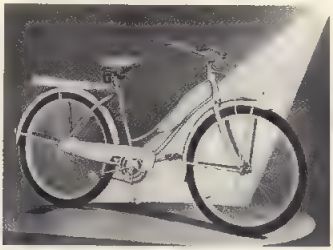
MEN'S 26" MERCURY, FULLY EQUIPPED

26" wheels, 19" frame. Has double bar frame, one-piece drop forged fork, enameled steel hook type rims, Musselman self-energizing coaster brake, balloon tires, tan Vinyl plastic waterproof saddle, jetline design chain guard, airflite type luggage carrier, "kick-up" parking stand, torpedo type headlight, Stimsonite rear fender reflector. Color: Maroon with Vermillion and White panels and striping.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-22	H538-07H ea.	R937-82M ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____



LADIES' 26" MERCURY, FULLY EQUIPPED

26" wheels, 19" frame. Hydrogen brazed frame with all joints reinforced for double strength. Includes one-piece drop forged fork, steel hook type rims, Musselman coaster brake, balloon tires, tan Vinyl plastic waterproof saddle, U-bar type handlebar, jetline chain guard, airflite design luggage carrier, "kick-up" stand, tank with attractive panels, torpedo type headlight, Stimsonite rear fender reflector Color: Fathom Blue with Peacock Blue and White trim

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-23	K438-07F ea.	L337-82B ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____

MURRAY-OHIO BIKES

MEN'S 26" MERCURY, STANDARD

26" wheels, 19" frame Hydrogen brazed, all joints reinforced for double strength. Has Gothic design fenders, one piece drop forged crank and fork; Musselman coaster brake, steel hook type rims, balloon tires, Troxel black Vinyl plastic saddle, Torrington U-bar handlebar, jetline chain guard; bright plated "kick-up" stand, Stimsonite reflector on rear fender Color: Crimson Red with White and Lake Blue panels and striping.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-20	S934-37E ea.	K734-12B ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____

LADIES' 26" MERCURY, STANDARD

26" wheels, 19" frame. This model features one-piece drop forged fork and crank. Gothic design fenders, enameled steel hook type rims, Musselman self-energizing coaster brake; 26' x 2.125" balloon tires, Troxel black Vinyl plastic waterproof saddle, Torrington U-bar handlebar deluxe jetline design chain guard, bright plated "kick-up" stand, Stimsonite reflector on rear fender. Color. Royal Blue with White and Vermilion panels and striping.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-21	N234-37B ea.	R534-12H ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____

BOYS' 24" MERCURY, STANDARD

24" wheels, 17" frame. Hydrogen brazed, all joints reinforced for double strength Features include one-piece drop forged fork, enameled steel hook type rims, Musselman coaster brake, 24" x 2.125" balloon tires, Troxel tan top saddle Torrington U-bar handlebar, jetline design chain guard, bright plated "kick-up" stand, Stimsonite reflector on rear fender. Color: Maroon with White and Vermil on trim.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-34	N433-84K ea.	T433-59L ea.

FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

Inv._____ Pur._____

GIRLS' 24" MERCURY, STANDARD

24" wheels, 17" frame. All joints reinforced for double strength Hydrogen brazed double bar frame Other features include Goth c design fenders one piece drop forged fork, baked enamel, steel hook type rims; Musselman self-energizing coaster brake, balloon tires, Troxel tan top saddle, Torrington U-bar handlebar, jetline design chain guard, "kick-up"stand, rear reflector Color. Green with White and Vermilion panels and striping.

MODEL No.	DEALER PRICE 1 to 5	DEALER PRICE 6 or more
H-35	P533-84X ea.	N933-59Z ea.

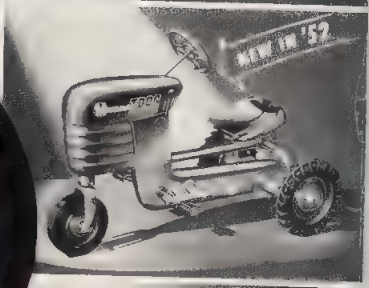
FACTORY SHIPMENT ONLY—Terms 2% 10th prox. F.O.B. Cleveland, Ohio

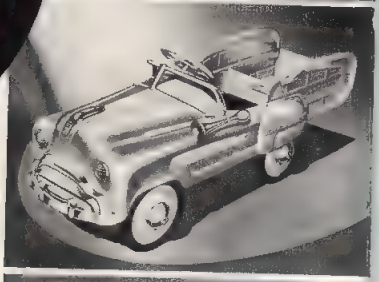
Inv._____ Pur._____

MURRAY BICYCLES
include deluxe and standard models, sizes from 28" down to 14" park cycles. Equipped with MUSSELMAN COASTER BRAKES, another M O product.

MURRAY WHEEL GOODS
Include juvenile autos, fire trucks, station wagons, tractors, velocipedes, and chain-driven tricycles. Modern ball-bearing construction.

Symbol of Quality





murray ohio

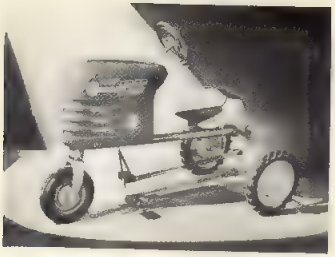
baby walkers, wheel goods, bicycles

Murray Ohio is rigidly adhering to the highest standards of quality in spite of restrictions and shortages beyond our control . . . Production is as large as possible within these limitations . . . Our policy of fairly allocating this output among *all* buyers, both large and small, will continue.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY-GO-ROUND
is America's finest baby walker-stroller. Nationally advertised to millions of new mothers.

TRACTORS-AUTOS



PEDAL DRIVE TRACTOR

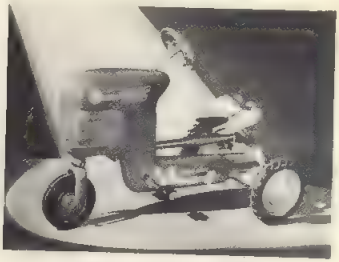
Full ball bearing construction. Frame and hood made of heavy gauge steel. Adjustable steel seat. 8" front, 10" rear ball bearing wheels with 1¾" semi-pneumatic tires. 38½" long, 20½" wide, 27½" high. Steering wheel turns 360°. Vermilion baked-on enamel finish, white trim. One per carton

No. 60595 — Mfr. No. H-301

MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
W813-54K ea.	$19-95 ea.

Inv._____ Pur._____



CHAIN DRIVE TRACTOR

Heavy gauge steel frame and hood. Chain driven, uses standard bicycle roller chain. 36½" long, 22" wide, 27½" high. Has adjustable steel seat, full length chain guard 8" front, 10" rear ball-bearing wheels with 1¾" semi pneumatic tires. Steering wheel turns 360°. Vermilion enamel, with white trim. One per carton.

No. 60596 — Mfr. No. H-300

MURRAY OHIO MANUFACTURING CO

DEALER PRICE	SUGGESTED RETAIL PRICE
J419-02B ea.	$27.95 ea.

Inv _____ Pur._____

DUMP TRAC

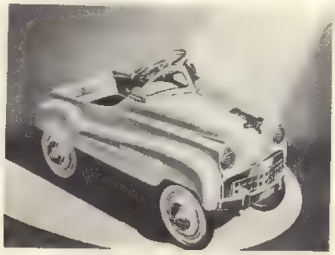
A new wheel toy that may be attached to tractors shown above. Also has handle and loop grip for use alone. Dump box operated by lever at side Made of heavy gauge steel, 33" long, 15½" wide. 8" double disc ball-bearing wheels, ⅝" rubber tires. Vermilion, white trim. One per carton

No. 60600 — Mfr. No. H-320

MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
E56-22M ea.	$8.95 ea.

Inv._____ Pur._____



CHAMPION AUTO

Heavy gauge steel in body and undergear 36" long 17" wide. 8" double disc wheels with ⅝" rubber tires. Ball bearing driving mechanism, improved steering gear. Has radiator ornament, windshield, black rubber pedals. Light blue enamel, white trim and silver grille. One per carton

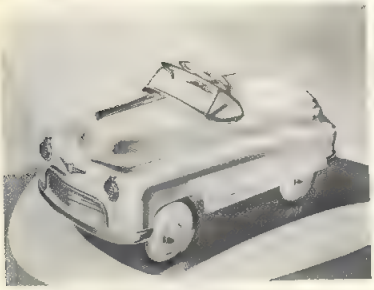
No. 60607 — Mfr. No. H-610

MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
L910-00P ea.	$14.95 ea.

Inv._____ Pur._____

AUTOS-FIRE TRUCKS



COMET DELUXE JUVENILE AUTO

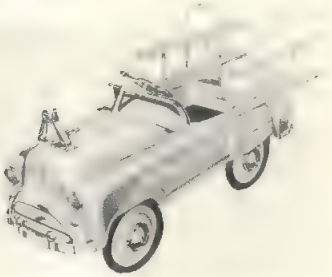
A fully streamlined juvenile auto with full ball bearing construction. Length 39", width 17". Wheels, 8" double disc ball bearing, ⅜" solid rubber tires. Has front and rear bumpers, radiator ornament, dummy headlamps. Body, rich maroon, silver trim, bright red wheels.

No. 60619 — Mfr. No. H-830

MURRAY OHIO MANUFACTURING CO

DEALER PRICE	SUGGESTED RETAIL PRICE
R416-00 ea.	$23.95 ea.

Inv._____ Pur._____



JUVENILE FIRE TRUCK

Complete with rear hand rails, rear deck and step, wooden ladders, bright plated fire bell. Strong steel in body and undergear. Length 47", width 17". New steering and driving mechanism for easier handling. Ball bearing wheels, ⅜" tires. Bumper is silver, windshield white. Vermilion body with white trim. One in carton

No. 60621 — Mfr. No. H-740

MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
P416-00Y ea.	$23.95 ea.

Inv._____ Pur._____

JUVENILE STATION WAGON

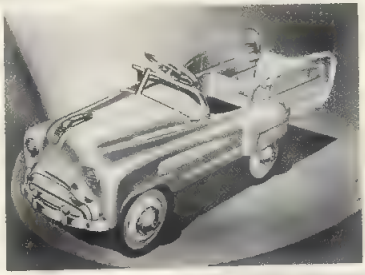
Heavy gauge steel in body and undergear. 47" long, 17" wide. Has 8" double disc ball bearing wheels, ⅜" rubber tires, steel hand rails, windshield, radiator ornament. Ball bearing driving mechanism, improved steering gear. Body in Maroon enamel with white trim, silver grille. One per ctn.

No. 60623 — Mfr. No. H-741

MURRAY OHIO MANUFACTURING CO.

DEALER PRICE	SUGGESTED RETAIL PRICE
I715-20F ea.	$22.50 ea.

Inv._____ Per._____



FLEXIBLE FLYER SLED BACK

Assures extra safety for small children. Comfortable and rigidly constructed. Can be easily attached to any sled back. Sells on sight. Made by manufacturers of the famous Flexible Flyer Sleds.

No. 60729

S. L. ALLEN & CO. INC.

DEALER PRICE	SUGGESTED RETAIL PRICE
S41-79A	$2.75 ea.

Inv._____ Pur._____

MURRAY BICYCLES
include deluxe and standard models, sizes from 26" down to 14" park cycles. Equipped with MUSSELMAN COASTER BRAKES, another M O product

MURRAY WHEEL GOODS
include juvenile autos, fire trucks, station wagons, tractors, velocipedes, and chain-driven tricycles. Modern ball-bearing construction.

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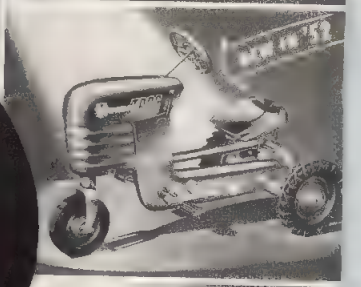

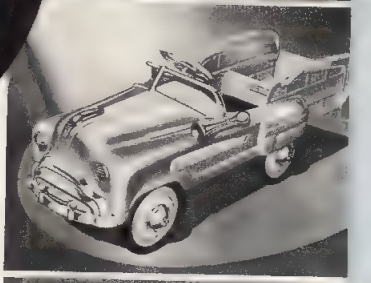

murray ohio

baby walkers, wheel goods, bicycles

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THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO

MURRAY-GO-ROUND
is America's finest baby walker-stroller. Nationally advertised to millions of new mothers.

NANCY ANN
Storybook
Dolls
MOVABLE EYES
that follow you
Little Sister Series
Big Sister Series
Commencement Series
Religious Series
Bridal Series
Seasons Series
Mother Goose Series
Fairytale Series
Fairyland Series
Nursery Rhyme Series
Dolls of the Day Series
Dolls of the Month Series
Operetta Series
In Powder and Crinoline Series
All Time Hit Parade Series
NANCY ANN STORYBOOK DOLLS, INC.
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MANUFACTURERS OF STORY BOOK DOLLS
Unbreakable Plastic
Movable Head, Movable Arms and Movable Legs
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WEST: Leo Scherrer Company, 2840 W. 93rd St., Seattle 7, Wash.
MIDWEST: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Ill.
SOUTH Melville Marx, Governor Clinton Hotel, New York 1, N. Y.

WE WILL BE PLEASED TO WELCOME YOU DURING TOY FAIR—HOTEL NEW YORKER, ROOMS 614-15

NANCY ANN
Storybook
Dolls
MOVABLE EYES
-that follow you
Little Sister Series
Big Sister Series
Commencement Series
Religious Series
Bridal Series
Seasons Series
Mother Goose Series
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SOUTH: Melville Marx, Governor Clinton Hotel, New York 1, N. Y.

Created For Those Who Want The Ultimate

The NASSAU EXPRESS

A NEW STAR ON THE BOATING HORIZON — THE 36 FT. NASSAU EXPRESS — EASILY TAKES ITS PLACE AS THE OUTSTANDING NEW BOAT OF THE 1952 SEASON

FEATURES

36' x 11' 2" x 2' 10"
6' 6" Cabin Headroom
Cockpit, 13' x 10'
Twin Screw
Standard Power, Twin Chrysler Crown Reduction Gear Motors, 12-V Ignition
Stewart Warner Electric Instrument Panel
Helmsman's Seat
Mahogany Planking
Steam Bent Oak Frames 8" Centers
Teak Decks
Everdur Fastened
Mahogany Joiner-work Throughout
Cuprinol Preservative Used Throughout
Monel Gasoline, Water and Fish Tanks
Astral Electric Refrigerator
Convertible Dinette
Constavolt 110-V Battery Charger
Crowell Water Pressure System
Bottled Gas Stove
Convertible Navy Top
Firestone Foamex Cushions
Sleeps Six
Commodious Toilet Accommodations
Forward Cockpit
Danforth Anchor
Pulpit, Fishing Chairs and Outriggers Furnished With Sport Fisherman

BUILT in three up-to-the-minute arrangements, Express Cruiser, Sedan Cruiser and Sport Fisherman, with optional twin-screw power and speeds up to 30 m.p.h.

Everything you ever desired in a thirty-six footer, in either design, materials, craftsmanship, convenience, spaciousness, seaworthiness and performance are yours in this boat. No other cruiser of equal size has all of the features you can enjoy in the Nassau Express.

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Main Cabin—Looking Forward

Do you know of any other 36 footer with this size cockpit?

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Phone: Freeport 8-0178-79

The NASSAU EXPRESS
Created For Those Who Want The Ultimate

Main Cabin—Looking Forward

Here's 36 feet of thoroughbred boat for red-blooded yachtsmen who relish offshore boating, want speeds better than average and who like to do extensive cruising, fish for the big ones and live in real comfort while enjoying their boat.

FEATURES

6' 6" Headroom • Cockpit, 13' x 10' • Twin-Screw Chrysler Crowns • Teak Decks • Cuprinol Preservative Used Throughout • Monel Gasoline, Water and Fish Tanks • Astral Electric Refrigerator • Consfavolt 110-V Battery Charger • Crowell Water Pressure System • Bottled Gas Stove • Fire stone Foamex Cushions • Sleeps Six • Pulpit, Fishing Chairs and Outriggers Furnished With Sport Fisherman.

Write, phone or visit our plant today. We also build larger yachts on order.

Nassau Boat Basin, Inc. FT. OF SOUTH MAIN ST FREEPORT, L. I., N. Y. *Phone: Freeport 8-0178-79*

THE CHALLENGE

(*Continued from page* 33)

from its proper place—more than likely into someone's lap!

Bay-wise, we know we can re-start the engine or at worst drift the boat into some shelter from almost any spot we are likely to be in, provided we can do it in moderate comfort Furthermore, we believe that any skipper who goes outside, with a single engine should provide some means of keeping his ship's head to the seas.

Obviously, the answer is to have a good sea-anchor on board!

Fresh Out of Sea Anchors

At about the time we made that startling discovery, every supply house within our reach was fresh out of sea-anchors, except one. We took one horrified look at the ring and cone that was offered and hastily decided that while it might make a beautiful wigwam for the kids to spend the summer in, on shore, it had no place in our seagoing lives, or on our boat.

But something always provides an answer! Within a week of that time we read an article on blue-water seamanship, wherein some seasoned sea-dog described an effective emergency sea anchor constructed from a small spare spar, a heavy blanket and a couple of pigs of ballast, set to a bridle and bent to a long line.

We don't carry any spars, much less spare ones, and pigs of ballast are also on our list of what not to carry. However we were convinced that if they could do it under emergency conditions, we could do at least as well with time on our hands

We secured a piece of heavy canvas five feet square, clamped one doubled-over edge betwen two 2 x 3's five feet long, sewed and rivetted a length of 5/8-inch galvanized chain into the bottom hem, and stuck a shackle in each end through both canvas and chain, for the double purpose of keeping the chain stretched in place, and to provide attachment for lines or extra weights if we ever wanted to fasten them at those points. Finally, we bored holes through the ends of the 2 x 3's, spliced in a rope bridle, mildewproofed and waterproofed the whole thing, and it was done.

Stows Very Easily

Rolled around its own top-sticks it is a marvel to stow. Ours goes under the aft seat cushions, on top of the gas tank, where it can be broken out at a moment's notice and launched from the cockpit, after being made fast to a line brought from forward.

This, of course, is no drogue, and can not be used as such. It is strictly a sea anchor. With 25 square feet of canvas hanging downward in the water under the pull of that chain, tests show that it sure *will* keep our nose up. We suspect that it is about twice as large as we need, but for this once we will not be stingy. We'd rather be comfortable

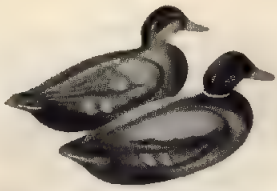
We have never yet brought lines back from those lower shackles. If we ever do, surely it will be suspended there a hundred feet ahead of our bow, like an underwater spinnaker!

Plugged Water Intakes

We spoke before of plugged water intakes. Never suffer one any longer than it takes to find that you have it!

See to it that your hull fitting has a straightaway sea-cock or gate valve made up to it (do not use a globe valve) Attach a brass Y fitting to the sea-cock, with a brass close nipple; connect the pump suction to the angle branch of the Y and screw a plug into the remaining opening

If you suspect your intake is fouled, close the cock, screw out the plug, and open the cock again. If the intake *is* fouled, little or no water will flow into the hull. Prod down and around with a slender rod, kept handy for that purpose (3/16-inch welding rod is perfect). When the water starts to spout, close the cock, replace the plug, open the cock again and you are off.



MALLARDS
BLACKS
PIN TAILS
BLUE BILLS
CANVASBACKS
and a new-type
CANADIAN GOOSE

NATURAL RUBBER
Duraduck *decoys*

the most practical working decoy on the market . . . with exclusive features every hunter wants

COLLAPSIBLE · SELF-INFLATING · LIFE-LIKE
SHOT-PROOF · UNBREAKABLE

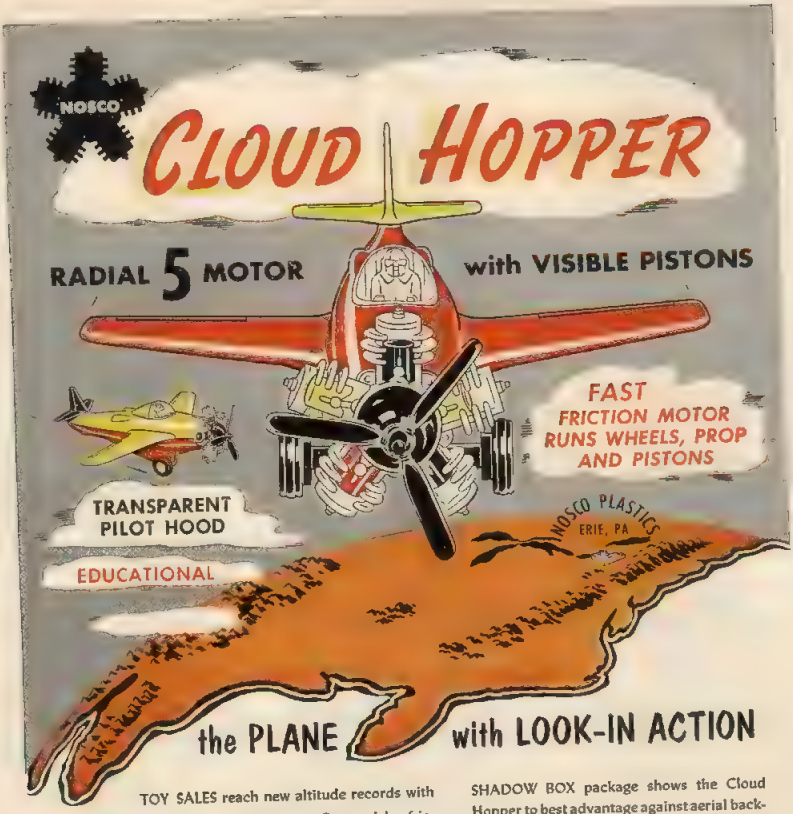
DAREX **neoprene** ***BLADDERS***

unit-cast to exact shape of ball . . . withstand high mold temperatures of Molded Ball process

for
BASKETBALLS
FOOTBALLS
SOCCER BALLS
VOLLEY BALLS
STRIKING BAGS

SPECIAL NEOPRENE RUBBER · TRUE BOUNCE
ONE PIECE CONSTRUCTION · TWO WAY VALVE

Rubber Products Division
Dewey and Almy Chemical Company
Cambridge 40, Mass. Montreal 32


NOSCO
CLOUD HOPPER
RADIAL 5 MOTOR
with VISIBLE PISTONS
FAST
FRICTION MOTOR
RUNS WHEELS, PROP
AND PISTONS
TRANSPARENT
PILOT HOOD
EDUCATIONAL
NOSCO PLASTICS
ERIE, PA
the PLANE
with LOOK-IN ACTION

TOY SALES reach new altitude records with the Nosco Cloud Hopper. Powered by friction motor, Cloud Hopper speeds along on treaded rubber tires. Cylinders are transparent, showing five colorful pistons moving up and down as propeller spins. This special 'look-in' feature helps children learn how a radial motor operates.

SHADOW BOX package shows the Cloud Hopper to best advantage against aerial background. Ready to display with no set-up required—plane is secured tightly—no falling out—no 'free take-off'. The unique design, unusual package and educational value of Cloud Hopper warms up toy business in a hurry. Come in for a profitable landing—order Cloud Hopper now!

1952 Toy Fair

ROOM 23 HOTEL NEW YORKER — ROOM FIFTH AVENUE BLDG

Nosco PLASTICS ERIE, PA.

NEW YORK SHOWROOM: 200 FIFTH AVENUE

Address all correspondence to Erie, Pa.

CATALOG NO. 6530. Individually packaged in four-color shadow box. Size: 9⅜" long, 7⅜" wide, and 3⅜" high. Packed 1 dozen assorted colors. Weight 9½ lbs. Terms: 2% 10 days, net 30 days. F.O.B. Erie, Pa., U.S.A.

Novelty Animated and Boudoir Lamps

No. 122 — Hopalong Cassidy Animated Lamp. A novelty lamp with base and top of molded red styrene with both inside and outside cylinders of non-inflammable kodapak plastic having realistic scenes in natural colors. Lamp includes bulb, metal fan, approved cord with plug and switch. Height, 9½ inches. Diameter, 6 inches. Packed each in a box.

Each **$3.15**
Each (in lots of 6) **$3.00**

No. 120—Forest Fire Animated Lamp. Beautifully colored scene that looks like a forest fire in action. Base and top constructed of molded bronze color styrene material with inner cylinders of non-inflammable plastic. Complete with approved cord and plug, switch, bulb and metal fan. Height, 9½ inches. Diameter 6 inches. Packed each in a box.

Each **$3.15**
Each (in lots of 6) **$3.00**

No. 121 — Niagara Falls Animated Lamp. Strikingly beautiful novelty lamp with outer and inner cylinders of non inflammable kodapak plastic and bronze color molded styrene top and base. Design printed in delightful life-like natural colors. Supplied with bulb, approved cord and plug, switch and metal fan that causes animation. Height, 9½ inches. Diameter 6 inches. Packed each in a box.

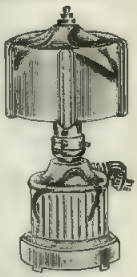
Each **$3.15**
Each (in lots of 6) **$3.00**

No. 114 — Glass Hurricane Lamp. Translucent glass base and shade in assorted pink and blue pastel colors with floral designs. Has crystal clear button, and nickel-plated fittings. Overall height, 11 inches. Packed one dozen assorted colors in a carton. (No less sold.)

Each **$1.45**

No. 105 — Novelty Lamp. Made of opalescent glass in colorful variegated designs. Attractive semi-dome shape rounded shade with brass finial. Complete with switch, cord and plug. Height, overall, 11¼ inches.

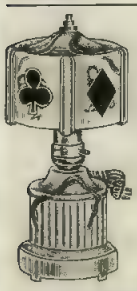
Each **$1.55**
Per dozen **$17.50**



FOUNTAIN OF YOUTH LAMP

No. 123—Fountain of Youth Animated Lamp. A new novel lamp depicting a boy in realistic pose with a stream and woods background beautifully colored. Has attractive bronze colored styrene top and base, non inflammable inner cylinders. Complete with cord and plug, switch, bulb and motor for that causes animation. Height, 9½ inches; diameter 6 inches. Each in a box.

Each **$4.95**
Each (in lots of 6) **$4.75**

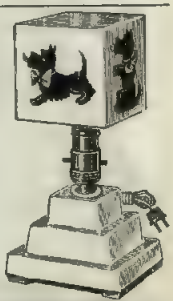


No. 107—Novelty Card Lamp. Made of opalescent glass in variegated designs. Brass finial attached to rounded shade with decorated four card suits in red and black colors. Complete with switch, cord and plug. Height, overall, 11¼ inches.

Each **$1.75**
Per dozen **$19.50**

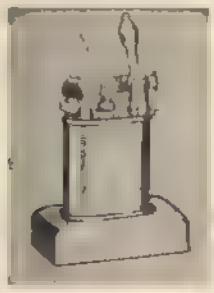
No. 104 — Scotty Dog Lamp. Made of white opal glass with the new step-up base and has dice shaped shade with printed red and white dog figures. Complete with switch, cord and plug. Height overall, 10 inches.

Each **$1.45**
Per dozen **$16.00**



Novelty Lighters

All lighters on this page except Nos. 83J839 and 83J858 subject to 15% excise tax.



Miniature Pocket Lighter [illegible] base 1⅛ inches high. Highly polished chrome plated. Individually boxed

No. 83J872. Per dozen.. . **4.00**

Pistol Lighter. Highly polished chrome plated with black trim on handle. Overall dimensions 2¼x2¼ inch diameter base. Individually boxed

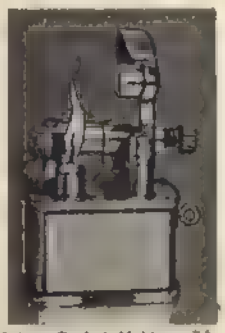
No. 83J832. Per dozen..... **5.50**

Pistol Lighter. Highly polished chrome plated with black trim on handle. Overall dimensions 3¼ inches wide by 2⅜ inches high including base. Each in box

No. 83J852. Per dozen. **9.00**

Pistol Lighter. Highly polished chrome plated with mother of pearl trim. Overall dimensions 3¼ inches wide by 2⅜ inches high including base. Each in box.

No. 83J851. Per dozen.... **12.00**

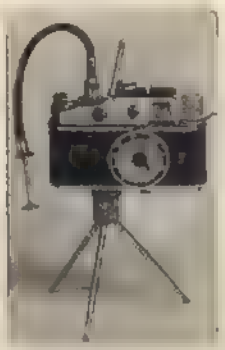


Miniature Pocket Lighter. Ideal for men and women. Small enough to be worn on key chain or charm bracelet. Silver finish. Overall dimensions 1 inch square, depth ½ inch. Each in box

No. 83J862. Per dozen..... **4.00**

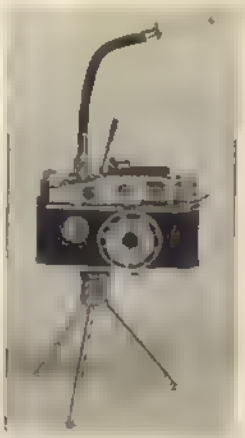
As above covered in assorted color genuine leather. Overall dimensions ¾ inches square, depth [illegible] inches

No. 83J871. Per dozen **4.50**



Camera Lighter. Has plastic body, finished to simulate black crackle. Polish metal trim and tripod. Complete with plunger. 2½ inches by 1¾ inches high. With tripod 4½ inches. Each in box.

No. 83J853. Per dozen..... **7.20**



Camera Type Lighter. Designed to look exactly like a miniature camera with compass on front. Metal body with black crackle finish and polished metal trim. Dimensions: Camera 2½x1¾ inches, height with tripod 4½ inches. Each in box

No. 83J822. Per dozen..... **12.00**

Boot Lighter. Western style boot in silver finish. Overall dimensions 3½ inches wide by 3¼ inches high by 1 inch deep. Each in box.

No. 83J858. Per dozen..... **7.20**

Same as above in bronze finish

No. 83J867. Per dozen.....**7.20**

Knight Table Lighter. Beautifully modeled. Heavy silver plated finish. Spin wheel lighting arrangement. Overall height 6¾ inches. Each in box

No. 83J838. Per dozen **15.00**

Lighter and Tray Set. Bright polished silver plated. Antimony. Press button, pilot action flame. Overall dimensions lighter 3 x 2⅜ x 1¾ inches. Tray dimensions 4⅝ x 3⅜ inches. Set in box

No. 83J865. Per dozen..... **9.00**

Table Lighter. Classic design. Silver finish. Quick action, press button, flame is immediate. Overall dimensions height 2½ inches, width 4 inches; depth 1¾ inches. Each in box.

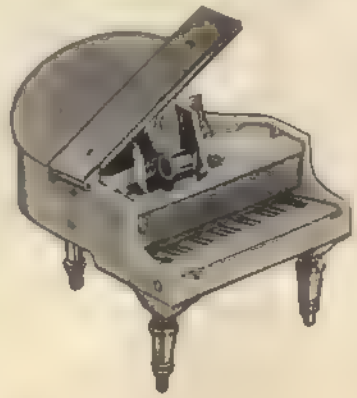
No. 83J836. Per dozen..... **8.00**

Lamp Lighter. Pulling chain operates mechanism. Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2½ inches diameter. Each in box

No. 83J839. Per dozen..... **16.50**

Table Lighter (illustrated at right). White bone china body with colorful floral design. Metal base and lighter. Highly polished chrome. Overall dimensions 2½ inches diameter; 3¼ inches high. Each in box.

No. 83J863. Per dozen..... **15.00**



Piano Lighter (illustrated at left). Clever imitation of a baby grand piano with ivory plastic body, chrome metal trim. Legs and overall dimensions top 2¾ inches wide, 2¼ inches high, 3½ inches deep. Each in box

No. 83J860. Per dozen..... **21.00**

RONSON®

WORLD'S GREATEST LIGHTER

All models feature the famous RONSON safety action.
Press — it's lit! Release — it's out! Safely out the instant you lift your finger.

Ronson Standard. Chromium plate, satin finish with polished monogram shield. Retail 7.05 tax incl.

No. 85J1. Each.....**4.33**

Ronson Standard. Chromium plate and tortoise enamel finish with polished monogram shield. Retail 7.74 tax incl.

No. 85J2. Each.....**4.75**

Ronson Standard. Chromium plate with satin finish, engine-turned design. Polished monogram shield. Retail 7.74 tax incl.

No. 85J3. Each.....**4.75**

Ronson Standard. Chrome trim. Genuine brown baby alligator covering. Polished monogram shield. Retail 8.81 tax incl.

No. 85J4. Each.....**5.41**

RONSON Accommodation Package

To convert Ronson Vanguard lighters to take the new Ronson Bu-Tank fuel. Retail 2.7[illegible]

No 85J53. Ea. **1.62**

Or only 7[illegible]c, if empty RONSON Refill [illegible] returned in undamaged condition.

Ronson Adonis. Slim, streamlined pocket lighter. Chromium finish, engine-turned. Retail [illegible].68 tax incl.

No. 85J11. Each . . . **6.56**

Same as above in **STERLING SILVER.** Retail [illegible].00 plus tax.

No. 85J12. Each . . . **11.76**

Ronson Princess. Chromium plate. Butler finish, engine turned. Polished monogram shield. Retail 7.05 tax incl.

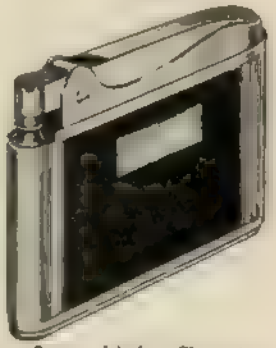
No. 85J5. Each **4.33**

Ronson Princess. Chromium plate with two-tone tortoise enamel. Polished monogram shield. Retail 7.74 tax incl.

No. 85J6. Each. . . .**4.75**

Ronson Princess. Chromium plate. Black enamel background with colorful Flora design. Polished monogram shield. Retail 8.81 tax incl.

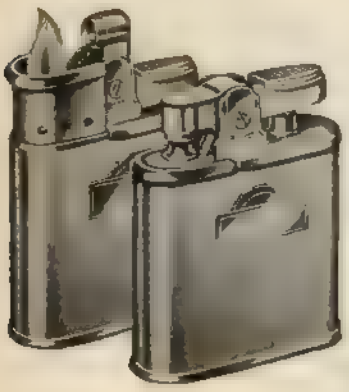
No. 85J7. Each . . . **5.41**



Ronson Adonis. Chromium plate with two-tone tortoise enamel. Polished monogram shield. Retail 1[illegible]4 tax incl.

No. 85J13 Each **8.19**

RONSON WHIRLWIND MODELS



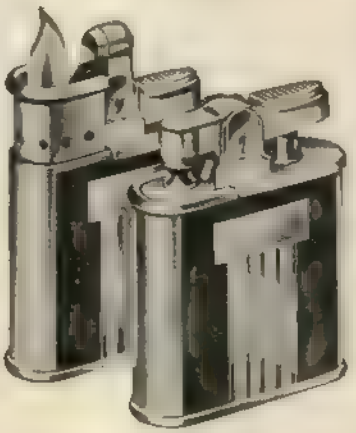
Ronson Whirlwind. Chromium plate, butler finish, polished monogram shield. Retail 8.81 tax incl.

No. 85J15. Each.....**5.41**

Ronson Whirlwind. Chromium plate, polished and satin finish. Engine-turned design. Polished monogram shield. Retail 9.87 tax incl.

No. 85J16. Each **6.06**

Two-in-one lighter with disappearing windshield. Lift shield around flame section—Will light anywhere.



Ronson Whirlwind. Chromium plate with tortoise enamel finish and engine-turned trim. Polished monogram shield. Retail 10.68 tax incl.

No. 85J54 Each..... ... **6.56**

NEW!! RONSON MAXIMUS

(Price of lighters includes two RONSON Bu-Tank Cartridges.)

THE PERFECT COMPRESSED FUEL RONSON LIGHTER. AT LEAST 6 MONTHS OF SURE LIGHTS WITHOUT REFUELING.

RONSON BU-TANK
Set of 2 refills. Retail 75c
No 85J52. Set .....**.44**

Ronson Maximus. Satin chrome, polished trim with engine-turned monogram shield. Retail 1[illegible].74 tax incl.

No. 85J49. Each.....**8.19**

Ronson Maximus. Genuine alligator, polished chromium trim with raised engine turned monogram shield. Retail 16.01 tax incl.

No. 85J51. Each.. .. . . **9.83**

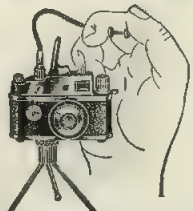
Popular Style Imported Table Lighters

No. 1835—Camera Lighter. Realistic looking combination table and pocket lighter in the form of a camera with tripod. Camera lighter removable from tripod making a handy pocket lighter. Size of lighter minus tripod, 2¾ inches wide and 1⅛ inches high. Each in box complete.

Each ..... **70¢**
Per dozen **$7.20**

No. 1832—Pistol Lighter. Realistically styled pocket in form of a small caliber gun. Chrome plated steel body with black plastic handle. Trigger release lighter mechanism. Size, 3 inches long and 2 inches high. Each with removable base.

Each ..... **70¢**
Per dozen **$7.50**

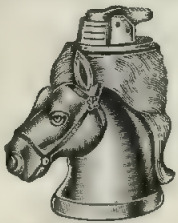


No. 1823—Camera Lighter. Designed in the exact appearance of an authentic looking camera. New novelty table lighter with removable tripod and plunger release. When removed, it becomes a handy pocket lighter. Size of lighter without tripod and plunger, 2½ inches wide and 1½ inches high. Each in box complete.

Each **$1.40**
Per dozen **$16.00**

No. 1812—Golf Table Lighter. Silver finish miniature trophy golf ball lighter. Has dependable semi-automatic mechanism that is removable for easy filling and replacement of flint and wick. Size, 2 inches wide; 3¼ inches high. Each in box.

Each ..... **65¢**
Per dozen **$7.50**



No. 1833—Horsehead Table Lighter. Gracefully styled ornamental horsehead table lighter. Handsomely designed in silver plated finish. Semi-automatic lighter unit. Size, 3⅝ inches high and 2¾ inches wide.

Each ..... **65¢**
Per dozen **$7.50**

No. 1815—Football Table Lighter. Silver finish miniature trophy football table lighter. Fitted with a semi-automatic mechanism that is removable for easy filling and replacement of flint and wick. Size, 3 inches wide, 3⅛ inches high. Each in box.

Each ..... **65¢**
Per dozen **$7.50**

No. 1836—Western Boot Table Lighter. Sparkling silver finish metal boot lighter with western motif as illustrated. Dependable semi-automatic mechanism that is removable for easy re-fueling. Size, 3⅛ inches wide; 3½ inches high. Each in box.

Each ..... **75¢**
Per dozen **$8.00**

No. 1831—"Aladdin's Lamp" Lighter. Handsomely designed to resemble Aladdin's Magic Lamp. In reality it is a table lighter. Beautifully finished in bright silver finish with attractive recessed design. Semi-automatic unit is removable for easy refueling. Size, 2⅞ inches wide; 3 inches high. Each in box.

Each ..... **85¢**
Per dozen **$9.60**

No. 1830—Western Boot Table Lighter. Authentically styled Western boot with a removable semi-automatic lighter unit. Smartly designed in highly polished silver finish. Size, 3½ inches high and 3½ inches wide.

Each ..... **75¢**
Per dozen **$8.00**

LIVESTOCK

Re-seeding Range Can Triple Beef Gains

If you re-seed a native pasture to one of the better grasses, it makes a big difference in the amount of beef you can raise there.

At the Oklahoma Experiment Station a bunch of Hereford steers gained only 47 pounds a head on native range, from November around to the next October. But a similar bunch on a pasture, re-seeded to weeping love grass, put on 148 pounds apiece.

Steers gained 109 pounds per acre on sand lovegrass, 91 pounds on a mixture of blue grama, side-oats grama, western wheat grass, and 61 pounds on buffalo grass. And they've averaged out about that way for 5 years.

Although weeping lovegrass made the best gains, it's less palatable, shorter-lived, and cattle grazing it graded lower.

As for sand lovegrass, calves usually doubled their weight on it from November to next October, but because it's more palatable it had to be watched for over-grazing damage.

Ewes on Good Ration Don't Need Extra B-12

Nursing ewes don't have to be fed extra amounts of vitamin B-12 if they are getting a good ration, so tests at the University of Wisconsin show.

Two groups of ewes there got the same alfalfa hay, corn silage, oats, wheat bran, and linseed meal, and had access to trace-mineralized salt. One group also got some vitamin supplement besides, but didn't seem to do any better.

There wasn't any noticeable difference in the health or thriftiness between the two bunches—either in the lambs or the ewes.

Saves A Man

One man can dock and castrate lambs, says Wayne Holloway of Gooding Co., Idaho, who rigged up this lamb holder. Just put lamb on its back (head up), hook hind legs down against belly.

It might indicate that when an animal is getting a ration that's properly balanced, it doesn't need high-priced "extras."

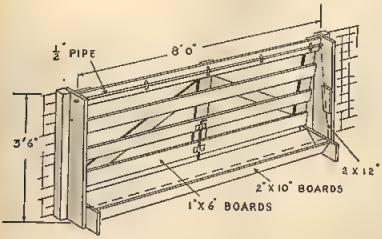
It's Easy to Avoid Salt Poisoning

Salt poisoning gets more blame for pigs dying than it deserves, says Prof. Robert Grummer of the University of Wisconsin.

Nevertheless pigs *can* die of poisoning if (1) they haven't had enough salt for a while and then are fed some; if (2) the hogs are slopped so that they gulp down a lot in a short time; or (3) if the trough is too small, so that they have to fight for it and get what they can in a hurry.

The answer is to give them enough salt in the feed regularly, and give each pig a chance to eat enough. Then you'll likely avoid trouble.

Contributors to this month's Livestock Department: Geno F. Empey, University of Nevada; Robert E. Higgins, Gooding, Idaho; Chet Randolph, Ankeny, Iowa.



You know what a temper-testing job feeding hogs can be. Here's a gate and trough combination that saves spilled feed and tempers at the same time. Swinging gate holds hogs away until trough is filled, then is swung back and hooked so they can eat. The drawing shows how to build it.

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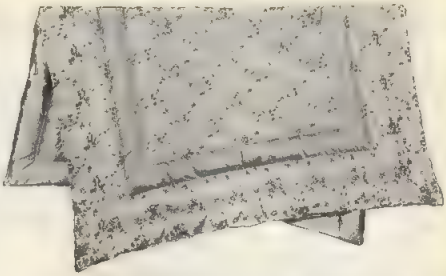
Foam Rubber Pillows

100% natural Latex Foam pillows—Airfoam made by Goodyear, or the Koolfoam made by the Dayton Company. These pillows provide the relaxing comfort of floating on a billowy cloud of tiny air cells. Cradles the head just right—in any position. **Cells are interconnecting so that fresh air circulates with every movement.** No airing needed. **Mothproof and mildewproof.** Both pillow and covering are easily washable. No shedding, nothing to break down and become lumpy. **Keep their shape all through the years—never need fluffing.** Ideal for proper comfort. Covered with highest quality zipper ticking. Individually boxed. Ship. wt. 6 lbs.

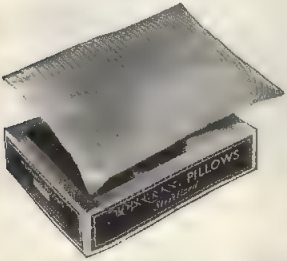
917T27—Goodyear Airfoam. Retail $8.95 ..... EACH **$6.75**
917T30—Dayton Koolfoam. Retail $8.95 ..... EACH $8.75
As above: Small size by Summergrade. (Not boxed).
917T28—Retail $7.95 ..... EACH **$5.90**



ALL WOOL FILLED FLORAL SATEEN COMFORTERS

Luxurious heavy floral sateen top comforters that are a sure guarantee of warmth. Solid color sateen back. All wool filled. **Colors: Rose, Blue, Green. Cut size: 72x84".**

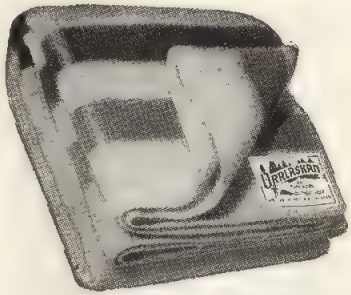
920T99 ..... EACH **$8.45**



ALL DOWN BED PILLOWS

Long-wearing bed pillows with Blue and White striped 8-ounce A.C.A. ticking. **Filled with all new pure 50% White Duck Down and 50% Goose Down.** Corded edge. **Size: 21x27".**

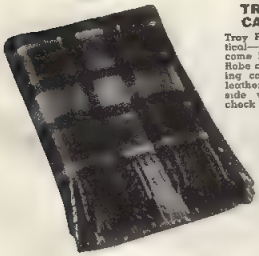
917T31
PER PAIR **$14.95**



ORRLASKAN DELUXE BLANKET

A most luxurious blanket made of 100% pure wool. All White blanket with these beautiful colored stripes of Red, Yellow, and Dark Blue. This deluxe blanket weighs only 4½ pounds, providing maximum warmth with a minimum of weight. Neatly whipped ends. **Size: 72x90".** Attractively gift boxed. Ship. wt. 8 lbs.

9147T140—Retail $19.95 ..... EACH **$15.75**



TROY ROBES AND CARRYING CASES

Troy Robes are handsome and practical—indoors or out! Especially welcome in their own convenient Zip-A-Robe carrying case. Zip-A-Robe carrying cases are made of Saddle Tan leather-grain Vinyl material on one side with woven Brown and Tan check fabric on the other side. Expertly worked including details such as: antique Brown gusset, Tan piping, and Initial Plaque. Adjustable shoulder strap. Waterproof material throughout.

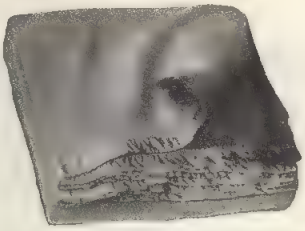
Troy Cowan Auto Robes. Small size robe ideal for use on the beach, for picnics, in automobiles, etc. **Size: 30x60".** Made of 75% reprocessed wool and 25% rayon. **Choice of Blue, Brown, Green or Red plaids.**

910T46—Specify color ..... EACH **$5.10**
As above: With a transparent Plastic Zip-A-Robe Case.
910T47 ..... EACH **$7.12**

Troy Edinboro. 100% Virgin Wool. Size: 56x76". These luxurious soft robes are available in a beautiful assortment of plaids—**Red, Green, Blue or Brown.**

910T35—Specify color. ..... EACH **$10.43**
As above: With Zip-A-Robe Case.
910T34 ..... EACH **$13.57**

Troy McDuff. 100% Virgin Wool. **Size 50x70".** Assorted plaids.
910T38 ..... EACH **$9.09**
As above: With Zip-A-Robe Case.
..... **$12.02**



WOOL BLANKETS WITH SATIN BINDINGS

Cannon Heritage. 100% Wool Blanket with 6" Satin binding. **Size 72x90". Choice of colors:** Blue, Green, Yellow, White, Rose, Coral, Canyon Red or Cactus Green. Ship. wt. 5 lbs.

9147T136—Specify color ..... EACH **$13.35**

Pearce 100% Wool Delmont. Size: 72x84". Choice of colors: Green, Hunter Green, Flamingo, Gray, Blue, or Lady Rose.
9147T154—Specify color ..... EACH **$10.55**

Pearce 100% Wool Superb. Size: 72x90". Colors as listed above.
9147T143—Specify color ..... EACH **$12.35**

Cannon Solid Color Blanket. 50% Wool, 25% Cotton, and 25% Rayon. Satin binding. Individually boxed. **Choice of colors:** Blue, Light Green, Rose, Cedar or Canyon Red. **Size: 72x84".** Ship. wt. 5 lbs.
..... EACH **$5.95**

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Orvis Impregnated **SPLIT BAMBOO FISHING RODS**

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Lake City Tackle Co., Cleveland, O.
Leonard Rod Co., H. L., New York, N. Y.
Mills & Son, Inc., Wm., New York, N. Y.
Miltenberg, Inc., E., New York, N. Y.
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Norton Mfg. Corp., Chicago, Ill.
Orvis Co., Inc., Chas. F., Manchester, Vt.
Outdoor Associates, S. Milwaukee, Wis.
Payne Rod Co., Inc., Highland Mills, N. Y.
Phillipson Rod & Tackle Co., Denver, Colo.
Priest River Tackle Co., Coolin, Ida.
St. Croix Corp., Unity, Wis.
Savage-Wayne Co., Culver City, Cal.
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Wright & McGill Rod Co., Denver, Colo.

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Edwards Fishing Rod Co., Inc., Gene, Mt. Carmel, Conn.
Foulk Mfg. Co., Cincinnati, O.
Glebe Co., Brooklyn, N. Y.
Great Lakes Products, Inc., Detroit, Mich.
Horrocks Ibbotson Co., Utica, N. Y.
International Sporting Goods Co., Inc., Long Island City, N. Y.
Lake City Tackle Co., Cleveland, O.
Narmco, Inc., Costa Mesa, Cal.
Orchard Industries, Inc., Detroit, Mich.
Outdoor Associates, S. Milwaukee, Wis.
Pelican Fishing Tackle Mfg. Co., St Petersburg, Fla.
Phantom Products, Inc., Kansas City, Mo.
Pioneer Bait & Tackle Co., Inc., Harbor Springs, Mich.
Rava Mfg. Co., Milwaukee, Wis.

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Grips (Any Hole & Shape)
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Phillipson Rod & Tackle Co., Denver, Colo.
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Plastic Rod Co., Chicago, Ill.
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Rava Mfg. Co., Milwaukee, Wis.
Researchers Universal Corp., Sonoma, Cal.
Richardson Rod & Reel Co., Chicago, Ill.
Rives Co., W. L., Jacksonville, Fla.
San Luco, Inc., San Diego, Cal.
Savage-Wayne Co., Culver City, Cal.
Schneider, George E., Belmar, N. J.
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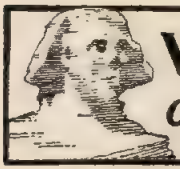
True Temper Corp., Geneva, O.
Trueflex Products, Oakland, Cal.
Tycoon Tackle, Inc., Miami, Fla.
Union Hdw. Co., Torrington, Conn.
Uno Tool Co., Inc., Long Island City, N. Y.
Usian, Inc., Spring Valley, N. Y.
Waltco Products, Chicago, Ill.
Watson Mfg. Co., Jim, Chattanooga, Tenn.
Weber Lifelike Fly Co., Stevens Point, Wis.
Webster Rod Co., H. L., Gladstone, Ore.



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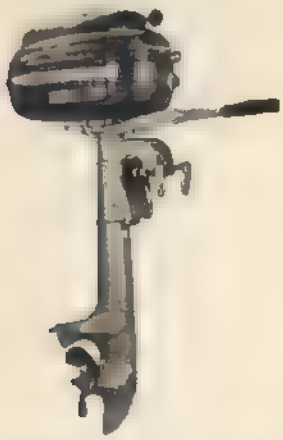

Buccaneer Outboard Motors. Designed and engineered to give outstanding performance with trouble-free use. The latest modern tested and proven [illegible] in design and engineering are used in the manufacture of these motors. Only the best quality material is used throughout including [illegible] are stainless steel drive shaft and [illegible] Alloy respower [illegible] Manufactured by the Pioneers Division Outboard Marine and Manufacturing Corporation, one of the oldest and largest makers of outboard motors in the world.

Buccaneer 3 H.P. Deluxe. Single cylinder motor with automatic rewind starter. Full 360° [illegible] Dura-life magneto [illegible] water pump. 3 blade wood [illegible] propeller with [illegible] Synchronized [illegible] lever spark and throttle control. Mounted in rubber to reduce vibration. Variable [illegible] carburetor. Salt water protected. Fuel capacity [illegible] gal. Running time (full throttle) [illegible] hours. Weight 29 lbs. Retail [illegible]

No. 3R7. Each 88.75

Buccaneer 5 H.P. Deluxe. Alternate firing twin with flexi-clutch for easy shifting into forward or reverse. Automatic rewind starter. [illegible] water pump. Dura-life magneto. Full 360° [illegible] adjustable propeller, [illegible] shut off [illegible] Synchronized single lever spark and throttle control. Mounted in rubber to reduce vibration. Variable Venturi carburetor. Salt water protected. Fuel capacity 6.8 gal. Running time (full throttle) 1 hour. Weight 46½ lbs. Retail 171.75.

No. 3R3. Each 128.75

Buccaneer 12 H.P. Deluxe. Features gear shift for forward, reverse and neutral speeds. Automatic control prevents shifting at high speeds. Automatic rewind starter, twist-grip [illegible] water pump. 3 blade semi-weedless propeller with [illegible] rubber. Mounted in rubber. Dura-life magneto; alternate firing twin. Adjustable pilot. Salt water protected. Automotive type carburetor. Fuel tank capacity 1.5 gal. Running time (full throttle) ¾ hours. Weight 64½ lbs. Retail 289.50.

No. 3R4. Each 210.25

Buccaneer 12 H.P. Standard. Same as above [illegible] gear shift [illegible] weedless propeller. Weight [illegible] lbs. Retail [illegible]

No. 3R6. Each 185.00

Seiss Boat Trailer Tail-light. Self-contained battery operated light. Chrome plated brass lamp case. Red bulls-eye lens with snap-on type switch. Red jewel reflector. Red signal flag mounted on strong steel channel with clamp-on [illegible] to fit [illegible]

No. 3R23. Each 1.60

Seiss Searchlight. Two-cell, self-contained battery searchlight gives bright, far reaching beam. Chrome finish, polished reflector, snap-on switch. Adjustable bracket with 3" metal base. (Flashlight batteries not furnished). Size 6¾" x 4".

No. 3R24. Each 2.55

Seiss Stern Light with Post. Chrome plated brass lamp case with clear jewel-type lens. Uses one standard flashlight battery (not furnished). Flag-pole post and clamp bracket of polished aluminite metal with two flag tie clips, adjustable two-way snap-on switch. Clamp bracket fastens permanently and thumb screw holds light and post to boat. Height 24".

No. 3R22. Each 2.55

Seiss Running Light. Long-range light with red and green Jewel Bullseye lens. Uses two standard flashlight batteries (not furnished). Lamp case of brass, polished chrome finish. Snap-on type switch. Rustproof Aluminite metal brackets. Easily installed. Size [illegible] x [illegible] x [illegible]

No. 3R21. Each 2.18

Spilguard Funnel. The perfect funnel for outboard motors and other uses. Curved flange lip prevents spilling. Copper finish. Complete with removable filter screen. Each in box. 2 dozen to carton.

No. 3R46. Per doz. 10.58

Eagle Filler Gasoline Can. Galvanized steel can for outboard motors and other uses. Red enamel finish. Complete with detachable flexible spout. Capacity 2 gallons.

No. 3R43. Per dozen.... 16.46

Eagle Flexo-Spout Gasoline Can. Welded [illegible] body of drawn seamless steel of [illegible] gauge. Detachable asbestos lined flexible steel boring spout. Brass [illegible] boring spout and air vent operate automatically when in use for safety and convenience. Recommended for outboard motors, power lawn mowers, lanterns and stoves. Capacity 2½ gallons. Height 10" diameter 11¼".

No. 3R42. Each 3.92

Phil-Rite Gas Can. Made of lead coated steel, rust resisting inside and out. Stainless steel spring inside hose prevents kinking, provides automatic return. Strainer in hose nozzle. Red enamel finish. Size 9½" x 17" x 6½" high. Packed each in box. Retail 8.95

No. 23R41. Each 6.00

MARINE SUPPLIES – BOAT SEATS

Jiffy Boat Loading Trailer. Well made trailer featuring spring construction airplane type suspension plus adjustability and balance. Trailer equipped with fenders, license bracket, ball, hitch, safety chain. Complete with 15" standard automobile wheels with Timkin sealed bearings (tires not included). Anyone can operate the feather touch finger tip control. No assistance is needed for loading and launching the boat. Shipped direct from Ohio factory.

Jiffy Rambler. (No fenders.) Will fit any make outboard boat under 25 lbs to 16' long — by 56" wide. Weight 275 lbs.

No. 3R31. Each..... 119.62

Jiffy Super. Will fit any make outboard boat to 20' long — 68" wide. Weight 360 lbs.

No. 3R32. Each..... 172.00

Fage Brand Ash Oars. Best selected quality oars made of hard textured white ash, free from all defects. Will stand hard usage without the protection of paint, varnish or leather. Available in 6', 6½', and 7' lengths. Packed 6 pair (12 pieces) to carton. No less sold. Shipped direct from Ohio factory.

No. 3R36. Length 6 ft. Per pair..... 4.40
No. 3R37. Length 6½ ft. Per pair..... 4.76
No. 3R38. Length 7 ft. Per pair..... 5.12

Outboard Motor Safety Chain. 60" chain made of twisted link, tensile strength 750 lbs. Designed with swivel snaps and universal bracket. Fits tilt bolt of any outboard motor. Cadmium plated for rust resistance. Each in box 1 dozen to display carton.

No. 3R47. Per dozen..7.06

Weber Deluxe Car Top Carrier. Designed to carry boats, canoes, luggage, etc. Complete with heavy load straps, eave rail straps and insulated hooks, 8 extra large vacuum cups and 4 sliding rubber cushions. Retail 14.00

No. 3R30. Each.....8.40

Weber Heavy Duty Car Top Carrier. Same as above with 8 large vacuum cups, but without sliding cushions. Retail 12.00

No. 3R29. Each.....7.20

Oar Locks. Angle socket oar locks with standard taper shanks. Made of rust proof galvanized malleable iron. Horn opening 2⅜"

No. 3R35. Per pair . 1.25

Anchor Lift. Designed to make easy the raising and lowering of an anchor. Attaches to bow of boat. Malleable iron, galvanized. Length 4½"; weight 1.2 lbs.

No. 3R34. Per dozen.. 7.20

Boat Cleat. Open base cleat made of galvanized malleable iron. Length 5". Packed 1 dozen.

No. 3R33. Per dozen.....2.80

Kuhls "Avio" Marine Glue. Aeronautic liquid marine glue for batten seams, wood joints and light deck work. Best resistance to heat and waterproofing qualities. Will not dry out with time and is adaptable to all places where a lasting waterproof cement is required. Packed ½ dozen to carton.

No. 3R27. 1 Pint Cans. Per dozen . 9.90

No. 3R28. 1 Quart Cans. Per dozen 16.40

Kuhls Seamlast. A mastic type seam filler for seams above and below the waterline. Comes ready to use and when applied it will remain elastic and waterproof under all weather conditions. After it is tooled skin forms and can be painted and does not bleed. Will not crack. Available in 1 pint cans, packed ½ dozen to carton.

No. 3R26. Per dozen.....8.40

Lafayette Bilge Pump. Well constructed of 20 ga. Zinc coated steel. Barrel 24" long 1½" diameter. Replaceable leather sucker and check valve. Screw on top and bottom caps. Pumps more than 10 gallons per minute.

No. 3R45. Each 2.50

Aluminum Folding Boat and Stadium Seat. Light weight seat ideal for use in boat or as a stadium seat. Steel reinforced, clamps securely to edge of seat. Cushion seat with water proof canvas bag. Packed 13 to carton in assorted colors.

No. 3R131. Each... . . .3.23
13 or more. Each... ..... .2.94

Boat Seat. Flexible steel back designed to conform to body. Inlaid cork seat over steel. Made of pressed steel, green enamel finish. Folds flat. Weight 7 lbs. Retail 5.75

No. 3R132. Each.....3.24

Swivel Boat Seat. All-steel seat with flexible back and inlaid cork. Ball bearing swivel permits seat to turn completely around. Adjustable screw clamps and hooks. Green enamel finish. Folds flat. Weight 11½ lbs. Retail 8.95.

No. 3R133. Each.....5.37

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A NEW COMPLETE LINE OF

OWENS FLAGSHIPS!

Decide now to check further on the new complete line of Owens Flagships for 1953—before you invest in a new boat

Learn the details of the wide selection of new Owens Flagships soon to be built in two price ranges.

For the discriminating few, the new Flagship Series offers the utmost in comfort and construction—yachts that bring genuine pride of ownership. The Flagship series are built to the very highest specifications known to the boating industry—with the character and poise, styling and seamanship traditionally Owens but now of a character, *and quality finer than anything we have produced before.*

For those who want big boat comfort within new standards of economy, the Owens Cruiser Series offers the ideal answer. They open the door to new boating pleasure for thousands—on the lakes and rivers and bays all over the country

And yet *each* Owens is built to be *first* in Livability, first in Seaworthiness, first in Value! Built on salt water for open water use, Owens designs have lead the field for decades in the ability to take the toughest going tenderly like a lady. Feature for feature, Owens owners will tell you that here are yachts fashioned for greater comfort—with roomier interiors, larger more convenient galleys and toilets, wider berths and aisles.

You need only compare to determine for yourself that, because of more careful design, Owens offers a matchless blending of sturdy construction, sound seaworthiness, and solid comfort. But you must compare!

40' Flagship

A luxury yacht Sleeps 6 in 4 cabins, Flying Bridge promenade deck, Twin Screw, gas or diesel.

Broader Line of Owens Flagship Engines!

You may also look to Owens for a broader line of Flagship Marine Engines (gasoline and diesel)—engines proved for dependability and efficiency of performance in thousands of installations in this country and abroad and actually *preferred* by a wide margin of commercial boat operators.

24' Cruiser

A full size, full comfort low cost "home afloat." Sleeps 4 Complete galley Private lavatory Has Owens Seaworthiness.

30' Sedan

Two cabin privacy. All mahogany planked. Beautiful, well lighted galley Big ice box Speeds to 18 m.p.h. "Living room" deck cabin and spacious aft cockpit

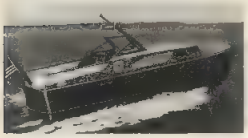
Delivery of 30' Express Models This Summer!

Order now! Although Navy mine sweeper contracts are keeping Owens production lines extremely busy, if you order the Owens 30' Express shortly you can still have delivery this summer. But please don't delay

Dinghys
Car Tops
Sail & Outboard
Runabouts

7' — 12' — 18'

A new line of small boats of re-enforced fibre glass plastics. Sailing dinks outboard runabouts, outboard or inboard Cruiser.



30' Express

All mahogany planked. Sleeps 8. Lavatory with 7' headroom. Fly-bridge deck—one level 25 sq. ft. Speeds to 27 m.p.h. twin screw.

OWENS

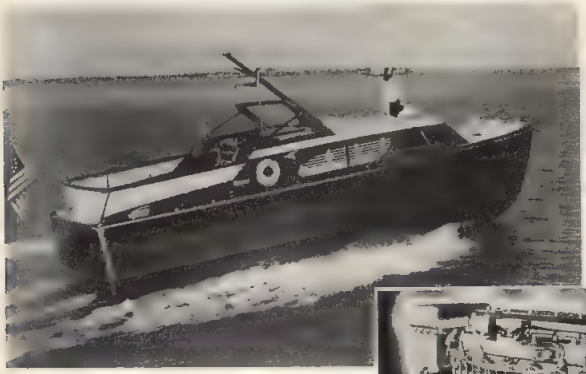
FLAGSHIPS

Owens Yacht Co., Inc.
16 Owens Ave.
Baltimore, Md.

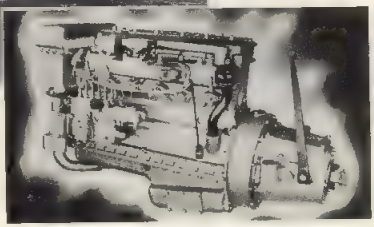
Flagship Marine Engines

Gasoline 80, 120, 150 H.P. Diesel 100 or 140 H.P Compare their higher quality—value per cubic inch.

COMPARE THE ADVANTAGES OF
COMPLETE MARINE ENGINEERING



OWENS FLAGSHIPS



The OWENS "30" Express For Carefree Cruising

A warm glow of pride is yours as the owner of the "Flagship"—the smartest bit of yacht ever put into 30 feet of gleaming mahogany hull. She sleeps six in roomy two-cabin privacy with ample headroom. She has washroom and toilet in a separate full headroom compartment—an enclosed hanging locker, and a big beautiful galley. You'll relax in the broad one-level cockpit amply protected by trim canvas rail curtains. And she's built—built on the sea for the sea by men who know the sea at its toughest.

She's double planked on the bottom with heavy, seam battened side planking and Everdur hull fastenings. BUY NOW: Compare Owens for Livability, Seaworthiness, Value!

Flagship Marine Engines For Dependable Power

The thrill of consistently dependable power under the hatch is the essence of boating pleasure! For years, Flagship Marine Engines (Gas and Diesel) have been preferred for performance by more than 8,000 commercial owners and yachtsmen, both here and abroad. There's more smoothness, more dependability, more life, more safety, and more value BUILT into every Flagship Engine. And Cost? Simply use a true comparison value—the cubic inch piston displacement per dollar of cost—and you'll find Flagship far ahead in the field. Send for folder with complete details. Additional boat yard and engine dealer inquiries invited.

The modern Owens plant makes full use of production line efficiencies with the inherent craftsmanship of men who have spent their adult lives in building perfection into each Owens yacht

OWENS YACHT COMPANY, INC., 12 Owens Avenue, Baltimore, Md.

Good Steer— FOR A Good Season

Get famous Mobil Marine Products for top performance on every cruise!

Mobiloil Outboard
More time for boating pleasure! It's yours when you use the new time-saving Mobiloil Outboard container. It stores! It pours! It measures! It contains 2½ gallons of America's favorite outboard oil . . . has flexible pouring spout, self-contained measuring cup, wire mesh filter screen. Recommended by leading outboard builders, Mobiloil Outboard is also available in quart-size, screw-cap and food-type cans.

Mobilube GX 90
Another quality product for your outboard. For use in underwater gear units where a gear oil is specified. Comes in handy 2-lb. dual spout can.

Mobiloil Marine
Triple-action, detergent marine oil Specially designed, it's *approved* and *endorsed* by leading engine builders.

Mobilgrease Outboard
Designed to protect underwater gears, it won't channel or thin out. Comes in exclusive 2-lb. ejector-type can and 13-oz. tube that eliminate waste and mess . . . save you time and money.

Set Your Course for the Flying Red Horse if it's Quality and Service You're After!

When you dock at this famous sign you not only get high-quality Mobil Marine products, but friendly, expert service also—to make your boating season a trouble-free and enjoyable one.

If you're planning a vacation cruise, here's a tip—take advantage of our coastwide mailport and cruising guide service. These extras are free to you at the Sign of the Flying Red Horse!

America's Best Sellers

Mobil Marine PRODUCTS

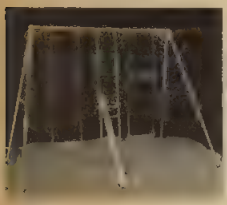
SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

DELUXE PLAYGROUND OUTFIT with Teeter

9 ways to play—includes 2 swings 2 turn bars, 2 exercise rings trapeze, rigid ladder and hardwood teeter Sturdily built of heavy wall 1⅝" steel tubing Adjustable swings have non-tilting, reinforced steel seats with heavy-duty bright hot-dipped galvanized chains (tested to 1000 lbs.) attached to Chrysler "Oilite" heavy-duty self-lubricating bearings. Hangers securely bolted through steel tubing. Weather-resisting red and green finish Head bar and legs 8¼ ft. long 110 lbs (#452LT)
No 11T-5014. Index 1-2996. (FOB St. Louis, Mo.) LIST **46.25**

PLAYGROUND OUTFIT with "Air-Flite" Swing

9 ways to play—includes 2 swings, 2 exercise rings, 2 turn bars trapeze ladder and "Air Flite" swing that accommodates one or two children. Ruggedly built of 2" heavy wall steel tubing with end caps on head bar Adjustable swings have non-tilting steel seats attached to hot-dipped galvanized chains (tested to 1000 lbs.). "Air-Flite" and regular chain swings have Chrysler "Oilite" heavy duty self-lubricating bearings. Head bar 9 ft long legs 8 ft. Cadmium plated nuts and bolts. Weather-resistant red and green finish 150 lbs. (#302)
No. 11T-5012. Index 1-3898. (FOB St. Louis, Mo.) LIST **59.95**



STANDARD PLAYGROUND OUTFIT with Teeter

9 ways to play—includes 2 swings, 2 turn bars, 2 exercise rings trapeze rigid ladder and hardwood teeter Heavy wall tubular steel construction 1½ for head bar [illegible] for legs Adjustable swings have non tilt reinforced steel seats attached to heavy duty hot-dipped galvanized chains (tested to 1000 lbs.), Cadmium plated nuts and bolts Red and green finish. Head bar and legs 7 ft. long. 90 lbs
No 11T-5017 (#450LT).
Index 1-2024. LIST **31.50**
(F.O.B. St. Louis Mo.)

JUNIOR PLAYGROUND OUTFIT with "Air-Flite"

Exciting for children from 3 to 6 years. **4 ways to play**—2 turn bars swing and "Air Flite" swing that accommodates 1 or 2 children Constructed of heavy wall steel tubing 1½ for 4-ft head bar 1¼" for 6-ft legs "Air-Flite" and regular chain swing have Chrysler "Oilite" bearings Adjustable steel seat swing attached to hot-dipped galvanized chains. Cadmium plated nuts and bolts Weather resistant red and green finish 65 lbs (#300)
No. 11T-5019.
Index 1-1953. LIST **29.95**
(F.O.B. St Louis Mo.)

PAL DUMP TRUCK

Heavy gauge steel body, undergear and dumping box. Equipment includes windshield radiator ornament seat pad adjustable pedals Dumping lever lowers box and opens end gate ⅝" tires on 8" wheels Jade green finish with white trim 49 long 36 lbs. (#639)
No 9T 4049
Index 1 1197. LIST **19.95**

PAL HOOK & LADDER

Heavy gauge steel body and undergear. Equipment includes windshield chrome platel gong bell, seat pad adjustable pedals 2 natural finish wood ladders Rear step for extra passenger ⅝ tires on 8 wheels 41 long Red finish with white trim. 35 lbs
No. 9T-4047 (#635)
Index 1-1197 LIST **19.95**

PAL STATION WAGON

Heavy gauge steel body and undergear Equipment includes windshield radiator ornament seat pad adjustable pedals, chrome plated hand rails, hinged tail gate Red finish with white trim and bronze body panels ⅝" tires on 8 wheels. 46" long. 36 lbs. (#637)
[illegible]
Index 1-1197 LIST **19.95**

GENDRON 10 and 12-FOOT WOOD SLIDES

Wide slide bed and high ladder offer maximum sliding speed—extra wide braces prevent tipping Slide bed of select clear Northern Hard Maple securely braced by maple cleats screwed to bottom Accurately planed, thoroughly sanded and expertly fitted to prevent any possibility of splinters, uneven joints or other defects Durable 3 coat natural finish gives indefinite service when kept properly waxed Ladder and braces from select Northern Hemlock finished in red and green. Ladder well braced with steel tie rods. Hand rails and leg rest are steel tubing in red and green. 15" wide.

No.	Mfr's	Length	Height	Lbs.	Index	List
11T-5025	(#1210)	10 ft	5'4"	103	1-3665	54.95
11T-5026	(#1212)	12 ft.	6'	115	1-4192	61.50

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MOST IN DEMAND

Penn Reels

EASIEST TO SELL

The Reels of Champions

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38 MODELS R. & L. HAND

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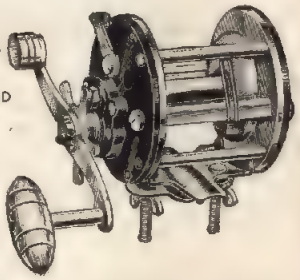
PHILADELPHIA 32, PA.



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Gibbs Tool & Stamping Works, Vancouver, B. C., Can.
Goldweber, Bernard, Bayonne, N. J.
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STATIONARY—SPOOL REELS

"Reaches Way Out Yonder" with the Reel that's still 'way ahead of the Field

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Kiest Reel Co., Henry A., Knox, Ind.
Kilian Tackle Co., Baldwinsville, N. Y.
Langley Corp., San Diego, Cal.
Lawrence Tackle Mfg. Co., New York, N. Y.

WHEN IN DOUBT *ask the* SPINKS

Golf Stockings—Foot comfort at popular prices by RIPON

GALLEY GAFF

(*Continued from page 49*)

Cheese as any easy cold weather meal—but add imagination as an ingredient. There's diced ham, mushrooms with a cream sauce, chopped olives, any of which make a new exciting dish out of inexpensive macaroni.

At Home Preparation: You'll need a basic cheese sauce. Use a heavy skillet or double boiler. Use equal weights of butter or margarine and flour. For instance, if you use 2 tablespoons of shortening you will want about 4 of flour. Heat slowly, stirring constantly. Add milk slowly and blend until smooth and fairly thin consistency. Remember, it will thicken after you have added cheese and it cools. Add diced or grated cheese, a few drops of Worcestershire sauce, salt and pepper, and dry mustard if desired. You just have to taste this one while you are making it in order to get the seasoning right for you and your guests.

For plain macaroni and cheese, just add cooked macaroni to this sauce. Stir it gently but thoroughly and pour into greased baking dish. Sprinkle with bread crumbs, paprika and grated cheese. This will keep several days in the refrigerator.

Shipboard Preparation: If you don't have the oven facilities for heating this dish, try cutting one-inch slices, covering them in bread crumbs, then fry.

PELICAN HOOK

Rough weather may make eating somewhat of a hazard to freshly pressed trousers and slacks but those coffee mugs can be put to good use if filled with soup. And soup can be a rib-tickler and no one will deny that soup can be hot.

For a quickie right off the shelf over the stove, take a can of tomato soup and a can of pea soup. Dilute according to directions and stir together while heating. Then add a can of crabmeat. Charley calls it a "pelican hook" because you can get it ready so quickly and you can hang on, the colder the day the better. Melba toast or saltines are the thing to go with it, but if you're really hungry, serve pilot crackers.

"THE OLD MAN'S SOUP"

Another quickly prepared combination which can come out of stores is this filling mixture: Take two cans of tomato soup, dilute and stir in one can of cooked dry lima beans while heating. Peanut butter and chopped green pepper sandwiches top it off. Put this down in your shipboard recipe book as "The Old Man's Soup."

Chinese egg drop might seem out of place aboard a yacht but it can be the most warming of all soups. And it's easy to make, believe it or not. Use two cans of chicken broth with rice or noodles (not chicken soup). Heat to a point just below boiling and stir rapidly so that the broth is swirling in the pan. Drop in slowly one well-beaten egg. Egg drops will form. You can color and improve the flavor by adding a few drops of soy sauce. Serve with celery and carrot sticks, cottage cheese and apple pie.

When you finally do put the boat up—if you can't keep it in all year—plan a Sailing Party for Landlubbers. Charley will have a menu for the at-home rendezvous next time. Then you can reminisce to your heart's content over the summer's adventures and enjoy a day's cruise right in your own living room.

☆ ☆ ☆

WILLARD B. COOK

Yachtsmen in many parts of the country will be sorry to learn of the death of Willard B. Cook at his home in New Rochelle, N. Y., on February 20.

Mr. Cook was an ardent boating enthusiast for most of his eighty years and had cruised extensively on Puget Sound, to Alaska, and on the East Coast as far north as Nova Scotia. With his family, Mr. Cook spent 26 summers afloat and his last cruiser, the 62-ft. Ivirna, was a familiar sight along the Intracoastal Waterway and on the canals of New York State.

FOR SURF FISHING — SQUIDDER (2 Sizes), SURF-MASTER (4 Sizes); BEACHMASTER (3 Lbs. models), FOR BOTTOM FISHING — LONG BEACH (2's 60 to 68)

Write for FREE Catalog • (Includes Valuable Fishing Hints)

PENN FISHING TACKLE, Dept. B • Phila. 32, Pa.

True Marine Design*

For Safety and Dependability

* Compact, dependable Onan Electric Plants have the regulation marine features you want for safety and dependability. Ruggedly built with engine and generator in a single unit. Onan plants give trouble-free service under all conditions. Supply power for lights, ship-to-shore radios, blowers, bilge pumps, galley appliances and other uses. Many models to choose from . . . 400 to 5,000 watts . . . A.C., dual-purpose A.C.-D.C., battery chargers.

SEPARATE GENERATORS

For craft where power from propulsion engines is available, we can furnish separate generators, designed for marine use. 1½ to 60 KW. Variable speed model, 2 KW, 32-volt.

Write for Marine Folder!

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6261 University Avenue, Minneapolis 14, Minnesota

PUPPETS & MARIONETTES

MICKEY MOUSE MARIONETTE

Here is that ever popular Walt Disney character, Mickey Mouse. Marionette stands 12" tall and has patented one-piece control—easy for children to operate. Colorfully dressed, lifelike, realistic.

No. 50150—Mfr. No. 376
PETER PUPPET PLAYTHINGS

Dealer Price ..... **Y71-62 A**
Suggested Retail Price ..... **$2.49 ea.**
Inv...... **Pur.**.....

MINNIE MOUSE MARIONETTE

A true copy of Walt Disney's famous character—children's favorite all over the world. Minnie stands 12" high and has easy-to-use one-piece control. Colorfully dressed and realistic

No. 50152—Mfr. No. 377
PETER PUPPET PLAYTHINGS

Dealer Price ..... **841-62 T**
Suggested Retail Price ..... **$2.49 ea.**
Inv...... **Pur.**.....

DOPEY MARIONETTE

The most lovable character from Walt Disney's famous movie, "Snow White and the Seven Dwarfs." Stands 14" tall and has one-piece control that is simple to operate. Children will love this marionette

No. 50154—Mfr. No. 375
PETER PUPPET PLAYTHINGS

Dealer Price ..... **181-95 S**
Suggested Retail Price ..... **$2.98 ea.**
Inv...... **Pur.**.....

PRINCESS MARIONETTE

Princess Summer Fall -Winter Spring, one of the most popular puppets on Howdy Doody's TV show. Complete with colorful magic necklace and Indian costume Stands 15" tall and has one-piece control.

No. 50156—Mfr. No. 362
PETER PUPPET PLAYTHINGS

Dealer Price ..... **K51-95 C**
Suggested Retail Price ..... **$2.98 ea.**
Inv...... **Pur**.....

CLARABELL MARIONETTE

Howdy Doody's popular companion complete with special horn attached to the famous one hand control. Stands 15" tall. Looks and acts like the popular character. Colorfully dressed in Clarabel's famous clown costume.

No. 50158—Mfr. No. 363
PETER PUPPET PLAYTHINGS

Dealer Price ..... **T61-95 E**
Suggested Retail Price ..... **$2.98 ea.**
Inv...... **Pur.**.....

HOWDY DOODY MARIONETTE

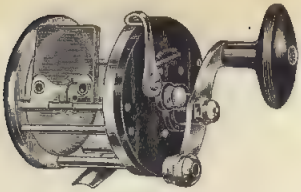
This TV character is the favorite of millions, an exact copy, two-thirds the size of the children's idol seen on television It has movable mouth, dancing cowboy boots and authentic costume detail Packed 24 per carton.

No. 50160★—Mfr. No. 360
PETER PUPPET PLAYTHINGS

Dealer Price ..... **X32-27 A**
Suggested Retail Price ..... **$3.49 ea.**
Inv...... **Pur.**.....

SALT WATER FISHING REELS

Pflueger's

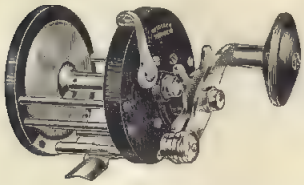


INTEROCEAN

Free spool surf casting reel. Nickel silver frame with black bakelite side plates. Spiral tooth gears. Adjustable back sliding click. Equipped with leather thumb drag. "Perma-Mesh" gears, gears always in mesh.

No.	Capacity	Wt. ea.	Each
1885S	100 yds.	14 ozs.	$9.00

One in a box

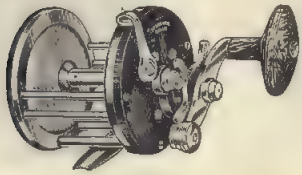


TEMCO

Star wheel drag, free spool. Gears always in mesh. Extra strong cross plate. Black bakelite side plates, polished chrome finish on all exterior metal parts.

No.	Capacity	Wt. ea.	Each
2075	255 yds.	18 ozs.	$9.45

One in a box

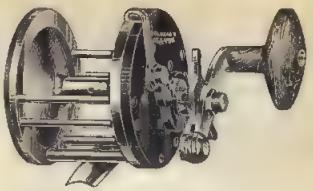


OHIO

A free spool surf casting reel equipped with star drag. Satin nickel silver spool, black bakelite side plates metal bound. Heavily chromium plated. Double multiplying. Generated spiral tooth gear and pinion. "Perma-Mesh" gears, gears always in mesh.

No.	Capacity	Wt. ea.	Each
1973	250 yds.	18 ozs.	$11.00

One in a box

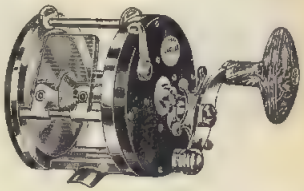


SEA - VUE
With Micro Mechanical, Adjustable Thumber

A "No Thumbing" reel, one that actually performs mechanically the function of the human thumb. Adjustable with micro-precision to suit line and lure used. Operates only while line is running out. Black bakelite, metal bound plates. Chrome plated spool. Internal drag operated by star wheel. Free spool. "Perma-Mesh" gears, gears always in mesh. All working parts can be oiled without taking reel apart.

No.	Capacity	Wt. ea.	Each
2048	250 yds.	18 ozs.	$13.75

One in a box

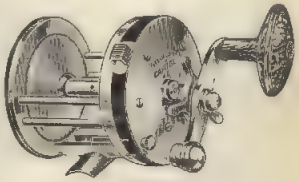


TEMPLAR

Free spool, gears always in mesh. Internal star wheel drag, adjustable. One piece cross plate with shoulder extensions into both front and back plates. Torpedo handle. Black bakelite side plates.

No.	Capacity	Wt. ea.	Each
1420½	500 yds.	28 ozs.	$31.90

One in a box



CAPITOL

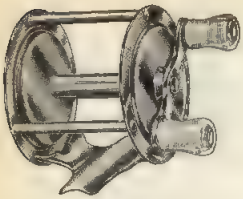
Free spool, star drag, take-apart feature. Satin nickel silver spool, nickel silver, chrome plated end plates with black bakelite trim. Chromium plated. Generated spiral tooth gear and pinion. "Perma-Mesh" gears, gears always in mesh.

No.	Capacity	Wt. ea.	Each
1985	100 yds.	16 ozs.	$13.75
1968	200 "	20 "	15.40
1989	300 "	22 "	16.95

One in a box

FRESH WATER FISHING REELS

Single Action

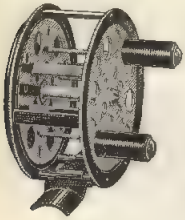


Ocean City

Nickel plated single action reel. Equipped with click.

No.	Capacity	Each
11	80 yds.	$0.60

One in a box

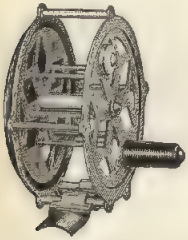


Bronson

Bronson low priced, long lived, single action, fly rod reel, ball burnished nickel finish. Weighs only 3½ ozs., carries 60 yards of line. Ideal for trout fishing, live bait fishing in stream or lake.

No.	Capacity	Each
2000	60 yds.	$1.35

One in a box

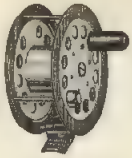


Bronson

Single action, fly rod reel. Adjustable click, ball burnished nickel finish, free running. Carries 80 yards of line. Perforated plates for rapid line drying.

No.	Capacity	Each
1170	80 yds.	$1.95

One in a box



Pflueger "Progress"
Raised Pillars

One piece perforated back plate, removable spool, gun metal finish, polished nickel spool, steel axle, adjustable steel click, hard rubber handle.

No.	Capacity	Wt. ea.	Each
1774	75 yds.	3½ ozs.	$1.95

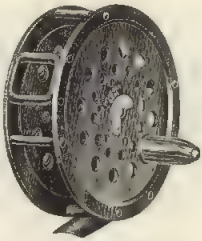
One in a box

Pflueger "Sal-Trout"

One piece perforated back plate. Perforated removable spool, adjustable click, black rubber handle. Satin gun-metal finish.

No.	Capacity	Wt. ea.	Each
1554	100 yds.	4 ozs.	$3.50

One in a box

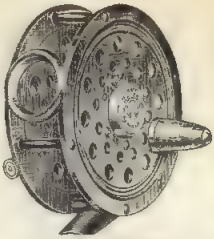


Pflueger "Gem"

Made of nickalum which is extremely light but strong. Spool easily removed. Click mechanism of latest improved design. With line guard.

No.	Capacity	Wt. ea.	Each
2094	60 yds.	4 ozs.	$5.30

One in a box

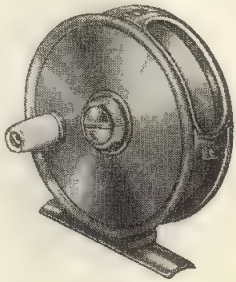


Pflueger "Medalist"

Satin nickalum, gun metal finish, special steel clip, tempered and polished, perforated back and spool. Easy take-apart feature. Have line guard and adjustable drag tension screw as illustrated.

No.	Capacity	Wt. ea.	Each
1494	110 yds.	4 ozs.	$9.00
1495	150 "	5 "	9.50
	With Wide Spool		
1495½	170 yds.	5 ozs.	$12.00
1496½	220 "	6 "	13.50

One in a box

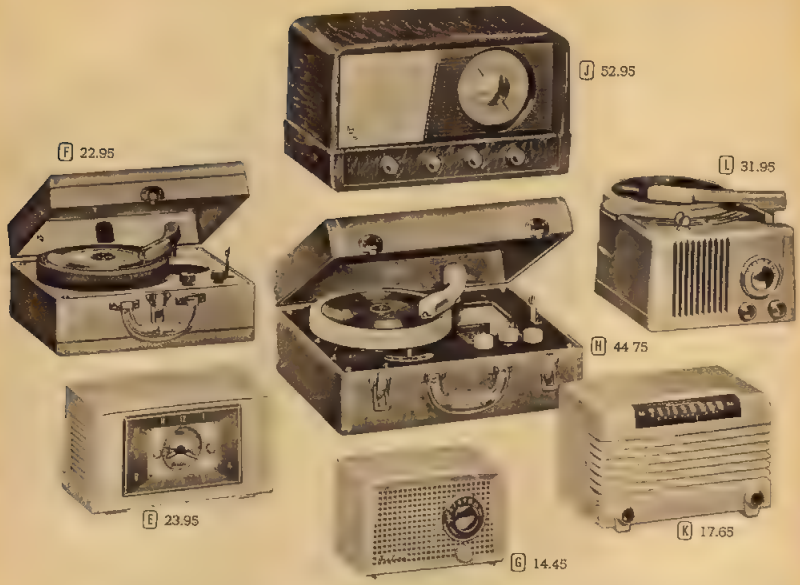


Ocean City

Made from aluminum alloy. One piece frame in green anodized finish. Silent adjustable drag. Easily taken apart by turning one button.

No.	Capacity	Wt. ea.	Each
76	60 yds.	5.2 ozs.	$5.95
77	100 "	6.2 "	7.50

One in a box



Give an Airline Radio or Phonograph

LOW PRICED AIRLINE CLOCK-RADIO ONLY 23.95

(E) Wake up to music! Keep this fine clock radio beside your bed for late listening and for waking up to music. Turns on program at pre-set time and buzzer alarm sounds about 7 minutes later, if desired. Self-starting, Telechron clock; large, easy-to-see dial. Radio tunes Standard Broadcast.

CABINET IN CHOICE OF SOLID WHITE OR LIGHT YELLOW plastic (not painted or coated). Clear plastic clock face in front, radio dial on side of cabinet.

NEW, POWERFUL TELEVISION TYPE TUBES in Superhet circuit give fine performance. Chassis has 3 tubes plus rectifier. Increased sensitivity from larger than usual built-in loop antenna instead of unsightly wire to be strung around the room. UL Listed. For AC only. Size 10¾ by 6⅛ by 5⅝ in. deep. Ship. wt. 6 lbs. *Mailable* $2.50 Down, $5 Monthly

62 W 1560M—White. Cash $23.95 62 W 1561M—Yellow. Cash $23.95

AIRLINE 3-SPEED PORTABLE PHONOGRAPH 22.95

(F) An inexpensive gift, this fine Phonograph plays all sizes of records at 78, 45 or 33⅓ rpm., one at a time. It's light and compact -weighs only 9½ lbs. Ideal for your youngsters.

EXCELLENT TONE FROM PM DYNAMIC SPEAKER. Has one amplifier tube and one rectifier for ample volume. Combined Off/On switch and volume control. Tone control. Long-life needle plays any record.

STRONG CASE WITH LIGHT TAN ARTIFICIAL LEATHER COVERING. Resists scuffs and stains—cleans easily. UL Listed For AC only. Size 6 in. high by 12⅝ in. wide by 11 in. deep. Ship. wt. 12 lbs. Shipped by Express.

62 W 940R—$2.50 Down, $5 Monthly.....or Cash $22.95

AIRLINE TABLE RADIO IN 4 COLORS 13.95; 14.45

(G) A really appreciated gift, ideal for kitchen, bedroom, or child's room. Tunes Standard Broadcast. Modern cabinet styling in choice of 4 smart decorator colors. Plastic dial.

NEW, POWERFUL TELEVISION TYPE TUBES in Superhet circuit 3 tubes plus rectifier. Built-in Air Wave antenna—no other antenna needed for nearby stations; external antenna connection provided for more distant reception. Beam power output. PM dynamic speaker has good clear tone. UL Listed. For AC or DC. Size 8⅛ by 5½ by 3 in. deep. Ship. wt. 4 lbs 4 oz. *Mailable*

62 W 1564M White.....$14.45 62 W 1565M—Walnut.....$13.95
62 W 1566M—Red..... ... 14.45 62 W 1567M—Green..... 14.45

PORTABLE 3-SPEED AIRLINE RADIO-PHONOGRAPH 44.75

(H) An excellent gift, this value-packed portable combines a radio and a record player for playing all sizes of records at 78, 45 or 33⅓ rpm., one at a time. Turnover cartridge has separate needles for standard and microgroove records. Weighs only 11 lbs.

SUPERHET CIRCUIT WITH 4 TUBES PLUS RECTIFIER. PM dynamic speaker. Standard Broadcast. Tone control. Extra large built-in antenna. Luggage style case; gray plastic coated fabric. UL Listed. AC only 5⅝ in. high by 14⅝ in. wide by 11¾ in. deep. Ship wt 15 lbs.

62 W 939R—Shipped by Express. $4.50 Down, $5 Mo.....or Cash $44.75

AIRLINE FM-AM PLASTIC TABLE RADIO 52.95 AND 54.95

(J) It's smart and it's powerful, with plenty of sensitivity, stepped-up AC performance and many console-quality features.

BEAUTIFUL GRAY OR MAHOGANY PLASTIC CABINET has glossy finish, lighted dial. 6-inch speaker for clear, rich tone. Beam power output.

7 TUBES PLUS RECTIFIER. Superhet circuit with extra FM sensitivity. Full range tone control. Built-in antenna for AM and FM. Connection for outside antenna. Phonograph jack on rear. UL Listed. AC only. 15¼ by 8½ by 8⅝ in. deep. Ship. wt. 19 lbs. Shipped by Express. $5 Down, $5 Mo.

62 W 1571R—Gray. .Cash $54.95 62 W 1570R –Mahogany. Cash $52.95

MEDIUM-SIZED AIRLINE TABLE RADIO ONLY 17.65

(K) A Table Radio that gives dependable performance, yet is priced low enough to make it an outstanding value. Standard Broadcast.

BEAUTIFULLY DESIGNED PLASTIC CABINET has wide, slide rule dial. 4 tubes plus rectifier in Superhet circuit. PM dynamic speaker. Beam power output. Built-in antenna; connection for external antenna. UL Listed. For AC or DC. Size 10⅝ by 8¾ by 6⅛ in. deep. Ship. wt. 8 lbs. *Mailable.*

62 T 1532M—Chartreuse.....$17.65 62 T 1531M—Red.....$17 65
62 T 1526M—Porcelain White..... 17.65

NEW LOW-PRICED AIRLINE RADIO-PHONOGRAPH 31.95

(L) A popular gift for children. Plays all sizes of records at 78, 33⅓ or 45 rpm., one at a time. Ideal for many new children's albums released for Christmas. Long life needle. Also has same radio chassis and Superhet circuit as radio (G). Green plastic cabinet; plastic dial. Built-in loop antenna. UL Listed. For AC only. 12¾x8¾x5¾ in. deep. *Mailable.*

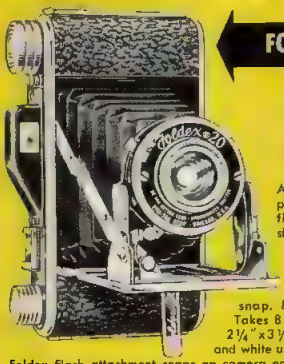
62 T 2000M—Ship. wt. 12 lbs. $3.50 Down, $5 Mo ... ...or Cash $31.95

SEE WARDS GENERAL CATALOG FOR COMPLETE LINE OF RADIOS IN COLOR

pho-tak

OUTSTANDING—LOW PRICED—EASY TO USE *Cameras* AND ACCESSORIES

FOLDEX "20"



An easy to use low-priced camera with a flash synchronized shutter for indoor and night pictures. No shutter or lens adjustments to consider—just aim and snap. 85mm Octvar lens. Takes 8 album sized pictures 2¼" x 3¼" in color or black and white using 120 or 620 film. Foldex Flash attachment snaps on camera easily and quickly. All metal, leather grained cover.

2X-1101 (L3100) INDEX 1-1250; 6-1125 Retail **$18.75**

Foldex Flash Unit
7X-3851 (LF3) INDEX 1-265; 6-240 Retail **$3.95**

FOLDEX FLASH KIT

This value packed kit contains the Foldex "20" Camera, Foldex Flash attachment, Eveready leather carrying case, 8 Flash bulbs, 2 penlite batteries, all attractively packed in a sturdy gift box with a transparent acetate cover. Everything needed to take good pictures.

2X-1126 (L3150) INDEX 1-1835; 6-1720 Retail **$27.50**

FILTER-LENS ACCESSORY KIT

Contains a Sunshade-Filter Holder, a yellow filter for pronounced cloud effects, a portrait lens, in a leather case.

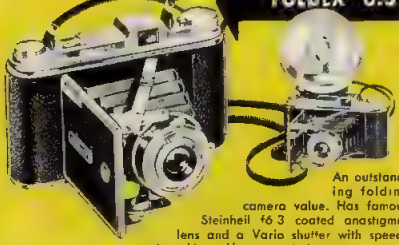
7X-3896 (LFK1) INDEX 1-334; 6-300 Retail ... **$4.95**

EVERREADY CARRYING CASE

Genuine cowhide leather, with shoulder strap, for use with the Foldex 6.3, Foldex "20," or Rollex "20."

7X-3661 (LC4) INDEX 1-265; 6-240 Retail ... **$3.95**

FOLDEX "6.3"

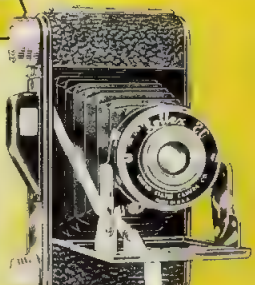


An outstanding folding camera value. Has famous Steinheil f6.3 coated anastigmat lens and a Vario shutter with speeds from 1/25 to 1/200 second plus time exposure setting. Synchronized for use with Foldex Flash attachment. Takes 8 pictures, 2¼"x3¼" in color or black and white using 120 or 620 film. All metal, leather grain covered, with shoulder strap attached.

2X-1102 (L3163) INDEX 1-2317; 6-2085 Retail **$34.75**

Foldex Flash Unit
7X-3851 (LF3) INDEX 1-265; 6-240 Retail **$3.95**

ROLLEX "20"



Combines folding camera compactness with box camera simplicity at an exceptionally low price. Takes clear, sharp pictures. Using 120 or 620 film, it takes 8 exposures 2¼"x3¼" color or black and white. All metal construction with enclosed optical viewfinder. Fixed focus lens with speed of 1/50 second and time exposure settings.

2X-1103 (L3000) INDEX 1-1000; 6-900 Retail **$14.95**

pho-tak

OUTSTANDING—LOW PRICED—EASY TO USE

Cameras

AND ACCESSORIES

SPECTATOR "120" FLASH

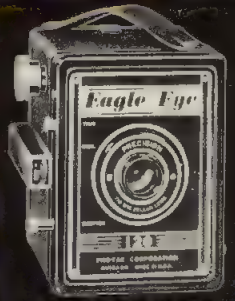
Flash photography's best value Synchronized camera with detachable flash unit Easy to use No focusing or adjusting necessary All metal construction, Zellar lens, takes 8 album sized pictures 2¼" x3¼ using 120 film, black and white or color An excellent camera for indoor and night pictures

2X-1105 (L1100) INDEX 1-534; 6-480 Retail **$7.95**

OFFICIAL PHOTOGRAPHER'S KIT

This kit contains a Spectator 120 Flash Camera and a flash attachment, 8 Flash bulbs, 2 penlite batteries and a book "Getting Started in Photography," all compact in a sturdy buckle lock, leather grained gadget bag.

2X-1128 (L1170) INDEX 1-934; 6-840 Retail . . . **$13.95**

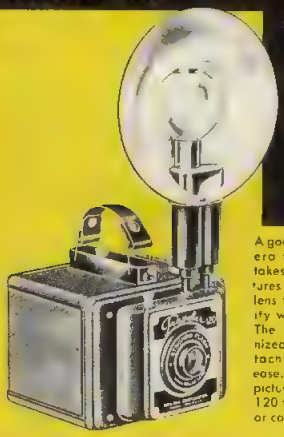


EAGLE EYE "120"

Fixed focus camera that can be used by any youngster or beginner. Just aim and snap. Eye level optical viewfinder insures accurate centering of picture. Takes 8 sharp pictures 2¼"x3¼" using 120 film, black and white or color.

2X-1104 (L1000) INDEX 1-400; 6-360 Retail **$5.95**

TRAVELER "120"



A good, easy to use, camera for beginners that takes clear, sharp pictures with 110 mm Zellar lens from 8 feet to infinity without adjustment The shutter is synchronized for flash. Flash attachment plugs in with ease. Takes 8 album sized pictures 2¼"x3¼" using 120 film, black and white or color.

2X-1106 (L4100) INDEX 1-465; 6-420 Retail **$6.95**

Traveler Flash Unit 7X-3852 (LF2) INDEX 1-200; 6-180 Retail . . . **$2.95**

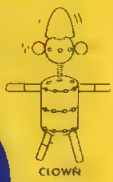
CUB PHOTOGRAPHER KIT

A real thrill for junior, this kit has all the glamour of a real news photographer's outfit. Contains a Spectator 120 Flash camera, flash attachment, 4 flash bulbs, 2 penlite batteries, Press Photographer's card, roll of 120 film and a book "Getting Started in Photography," all in an attractive gift box.

2X-1127 (L1180) INDEX 1-734; 6-660 Retail. **$10.95**

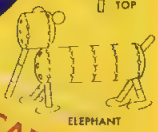
The Toy Sensation of the Year!

• DEVELOPS ORIGINALITY



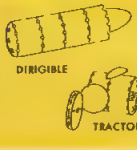
GALUPEE'S

TRADE MARK

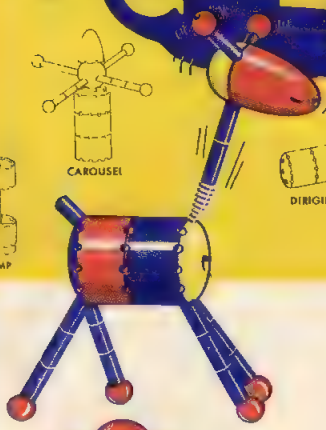


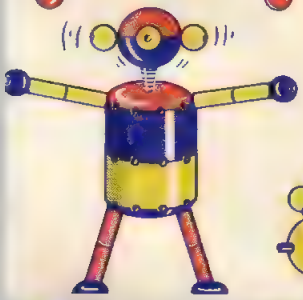
• EDUCATIONAL

• INSTRUCTIVE



PLAYTHINGS FEB. 1952





Here's a new and original creative toy packed with hours of fun for young and old. Complete with detailed directions, springs that add life-like action and an assortment of multi colored plastic parts ready to be assembled into 1001 different action toys.

PACKED IN ATTRACTIVE 3 COLOR CANISTERS

SPECIAL TOY FAIR DISPLAY
RM. 1045 HOTEL NEW YORKER
PERMANENT DISPLAY
RM. 1459 200 5th AVE.

Suggested retail—
$.59 for set (contains 76 parts)
$.98 for set (contains 128 parts)

WRITE FOR ADDITIONAL INFORMATION

Pilot PLASTICS INCORPORATED
PATERSON, NEW JERSEY

. . . YET SCRAP INVENTORIES ARE ALARMINGLY LOW. YOU ARE BEING COUNTED ON TO HELP KEEP THE FURNACES WORKING . . . TO AID DEFENSE

With our increased steel production, the furnaces are gobbling up an enormous amount of iron and steel scrap.

More—far more—scrap than is at present going into their scrap stockpiles.

Many mills are operating on a hand-to-mouth basis. Some are already threatened with shutdown—for lack of scrap.

The Danger Is Increasing

Will efforts to fill the tremendous demands for steel fail because of lack of scrap?

Steel is made from 50% scrap. We could be severely handicapped—in our aim to keep abreast of both military and civilian requirements—if scrap suppliers can't keep pace with productive capacity.

But they *can* keep pace . . . with your help!

Enough Scrap IS Available!

Yes—the only problem is to get the available extra scrap from where it is—to where it's needed.

Where is it?

In *your* business . . . in the form of old machines and equipment, tools, implements, dies, jigs, fixtures, outmoded structures, chains, valves, wheels, pulleys—any old iron and steel that's rusting away.

Six Million EXTRA Tons Needed!

By the end of 1952, we'll be producing steel at an annual rate of 20 million tons more than in 1950. That means we will need at least 6 million more tons of scrap than we've ever needed before.

It's up to you. Write at once to Advertising Council, 25 W 45 St., New York 19, N. Y., for a free copy of "Top Management: Your Program For Emergency Scrap Recovery".

Please write today—there's not a day to lose.

NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

A PUBLIC SERVICE PROJECT · THE ADVERTISING COUNCIL

PLAYTHINGS

71 W. 23rd ST. NEW YORK 10, N. Y.

MOST ADVANCED LINE OF METAL BOATS

For 40 years . . . Pioneer Boats have set the pace . . . for dependability . . . construction . . . and "Care-Free" Boating . . . at the lowest possible cost! And now . . . smooth sides with all unsightly air chamber rivets eliminated . . . and greater buoyancy than is found in any other metal boat!

Pioneer's rounded V-bow with flat bottom design provides the smoothest ride with utmost steadiness! 11 models . . . 33 sizes . . . in galvanized iron and steel and aluminum! Endorsed by leading summer camps!

Write for 1951 Catalog—and dealer's proposition!

PIONEER MFG. COMPANY, 350 Perry Street, Middlebury, Ind.

ALWAYS READY TO USE

Lane Life Boat & Davit Corp., Brooklyn, N. Y.
Lone Star Boat Co., Grand Prairie, Tex.
Pioneer Mfg. Co., Middlebury, Ind.
Regal Products, Ltd., Adams, Wis.
Southwest Mfg. Co., Little Rock, Ark.
Star Metal Boat Co., Goshen, Ind.
Trailorboat Eng. Co., San Rafael, Cal.

BOATS, OUTBOARD:

Aero Mfg. Co., Syracuse, Ind.
All Aluminum Boat Mfg. Co., Grand Prairie, Tex.
Aluma Craft Boat Co., Minneapolis, Minn.
Anderson Boat Co., Mt. Clemens, Mich.
Beetle Boat Co., Inc., New Bedford, Mass.
Blue Mfg. Co., Goddard, Kan.
Bomoseen Boat Co., Rutland, Vt.
Brooks Boat Co., Carrollton, Mich.
Canadian Canoe Co., Ltd., Peterborough, Ont., Can.
Century Boat Co., Manistee, Mich.
Chestnut Canoe Co., Ltd., Fredericton, N. B., Can.
Chetek Boat Corp., Chetek, Wis.
Cold Mold Corp., Detroit, Mich.
Dunphy Boat Corp., Oshkosh, Wis.
Duratech Mfg. Corp., Tarrytown, N. Y.
Feather Craft, Inc., Atlanta, Ga.
Fiberglas Boat & Plastic Works, Yakima, Wash.
Foster Boat Co., Charlevoix, Mich.
Indian Boat Co., Shelbyville, Ind.
Keystone Boat Works, Darby, Pa.
Larson Boat Works, Little Falls, Minn.
Larson Watercraft, Inc., Little Falls, Minn.
Long Sault Woodcraft, Ltd., St. Andrews, Que., Can.
Lyman Boat Works, Inc., Sandusky, O.
Marine Craft Corp. of America, Chicago, Ill.
Marine Mart, Buffalo, N. Y.
Northern Wisconsin Boat Mfg. Co., Hayward, Wis.
Old Town Canoe Co., Old Town, Me.
Penn Yan Boats, Penn Yan, N. Y.
Pioneer Mfg. Co., Middlebury, Ind.
Regal Products, Ltd., Adams, Wis.
Sebago Boat & Canoe Co., Portland, Me.
Shell Lake Boat Co., Shell Lake, Wis.
Southwest Mfg. Co., Little Rock Ark.
Swift Woodcraft, Inc., Mt. Dora, Fla.
Thompson Bros. Boat Mfg. Co., Peshtigo, Wis.
Van Gorden & Son, C. S., Eau Claire, Wis.
Van Pelt Boat Co., Spring Lake, Mich.
Wagemaker Co., Grand Rapids, Mich.
Willis Boat Works, Dallas, Tex.
Woodcraft Boat Co., C. F., New York, N. Y.

BOATS, OUTBOARD, ALUMINUM:

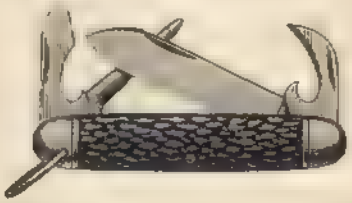
Aero Mfg. Co., Syracuse, Ind.
Aluma Craft Boat Co., Minneapolis, Minn.

Wool and leather specialties for 71 years by RIPON

A Wide Choice of Moderately Priced Pocket Knives

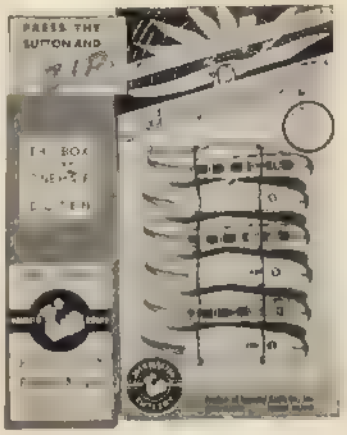
Heavy Duty Pocket Knife Assortment Three blades, even end assorted colored celluloid handles, nickel silver bolsters no shield Master blade assorted clip and spear spay and leather punch, al. mirror polished Size closed, 3⅜". 1 dozen in display box.
No. 10C19. Per dozen 7.35

Push Button Knife. High carbon steel single clip blade full mirror polished. Brass lined Slide lock Assorted color handles. Size closed 3⅞". 1 dozen with display card.
No. 10C108. Per dozen 6.00



4-Blade Comp Knife. Simulated Bone Stag Handle. Spear Can Opener Punch, and Screw Driver Cap Lifter Blades Brass Lining, Nickel silver bolsters and shackle. Length closed 3⅝". ½ dozen in box. (No less sold)
No 10C32. Per dozen 6.82

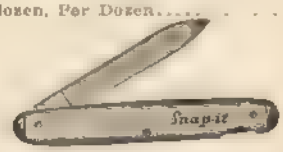
Three-Blade Jacknife Assortment Serpentine shape Colorful assorted celluloid handles. Nickel bolsters. All have clip, pen and spay blades. Size closed, range between 2¾" and 3⅛". 1 dozen on display card.
No. 10C66. Per dozen 7.84



Press Button Knife. One large clip blade Polished cap and bolster Mirror polished blade Assorted simulated pearl and candy-stripe handles Size closed 4¼", size open 7⅛". 1 dozen in box with display card.
No. 10C114. Per dozen.....7.84

Hopalong Cassidy Trail Knife. 3 blades large clip spear point pen and screw and bottle opener Closed 3½ inches. Black celluloid handles with photo of Hopalong Cassidy on horse Brass lined polished bolsters with shackle and Vinylite Belt loop. 1 dozen on display card.
No. 10C130. Per Dozen..... 7.80
Lots of 6 dozen, Per Dozen..... 7.20

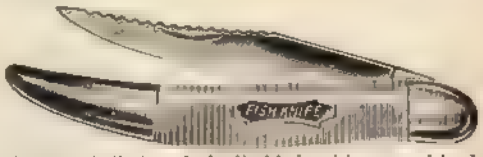
Press Button Knife—Utility Size. A necessity for sportsman, hobbyist, etc always leaves one hand free no pocket broken, fingernails Made under Schrade Walden patents One large razor-steel clip blade mirror polished Polished cap and bolster Assorted color handles. Size closed 3⅜", size open 6⅛". 1 dozen on attractive display card.
No. 10C136. Per dozen 7.84



"Snap-It" Pocket Knife A snap to open! Press spring at cut out to open To close press spring again close blade until it locks Top quality steel hard-edged blade Pearl celluloid handle brass lined, nickel silver tips Size closed 3⅛" 1 dozen on attractive display card.
No. 10C61. Per dozen..... 6.50

FOR THE FISHERMAN

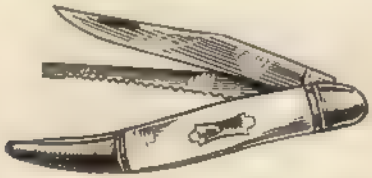
Fish Knife with Scaler. Large clip blade with scaler back, mirror polished. Fancy colored celluloid handles with nickel bolsters and caps. Size closed 4½". 1 dozen on display card.
No. 10C99. Per dozen 4.35



Fisherman's Knife. 4-inch clip blade with serrated back for scaling fish Of high carbon steel, mirror polished, all white celluloid handles. Size of knife 5 inches. 1 dozen on display card.
No. 10C13. Per dozen 5.25

Fishing Knife. Clip blade with scaler and caplifter Simulated stag handle brass lined with lock to keep blade from closing when in use. Nickel silver bolsters with dagorger Length closed 5". 1 dozen on display card
No. 10C117. Per dozen..... 7.60

Jack-O-Matic Safety Push-Button Knife
Made under Schrade-Walden patents. One large clip blade with serrated back for scaling fish, mirror polished Assorted simulated pearl and candy stripe handles, brass lining, polished cap and bolster Size closed 4¼". Size overall open 7½". 1 dozen in box with display card
No 10C122. Per dozen. 7.80

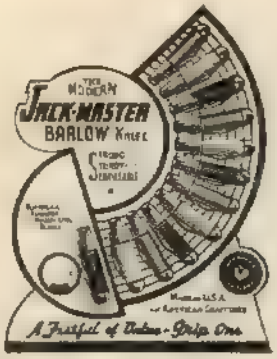


2-Blade Fish Knife. Size closed 5" Consisting of one cutting blade and one combination hook and fish scale remover of high carbon steel full polished White celluloid handle polished cap, bolster and shield. 1 dozen on display card.
No. 10C9. Per dozen.....7.84

"CAMILLUS" FISHERMAN'S LUCK

"Fisherman's Luck" by Camillus. (Mfg. No 3). The perfect knife for fishermen, hunters, and woodsmen used as a scaler, bottle opener, hook disgorger and cutter Chrome plated rust-resistant custom steel blades with caplifter and scaler edge hand honed under oil. Rust proof nickel silver bolsters. Brass linings and lock which keeps blade open when in use. Unbreakable maize pyroxylin handle Length closed 5". ½ dozen in box
No. 10C63. Per dozen.....18.00

AN EXCELLENT SELECTION OF FAST-SELLING MODERATELY PRICED POCKET KNIVES



2-Blade Boy's Jackknife. Clip and pen blades. Full nickel bolsters and cap. Assorted color celluloid handles. Length closed 3". 1 dozen on display card

No. 10C68. Per dozen..... .. .. **4.35**

2-Blade Pen Knife. Simulated Pearl handle brass lined. Length about 3⅛" when closed. Blades mirror-polished. 1 dozen in box (no less sold)

No. 10C74. Per dozen **3.92**

2-Blade Jack Knife. Serpentine Pattern. Clip and pen blades—full mirror polished. Brass lined. Polished bolsters and shield. Size closed 3". 1 dozen on display card.

No. 10C113. Per dozen..... **4.35**

"Comp-Glo" Comp Knife. Features "Glo" plastic handles that actually glow in the dark. Large spear blade (hand sharpened and of cutlery steel), can-opener blade, combination screw-driver and cap lifter, and leather punch. Nickel silver bolsters and riveted spring steel [illegible]. Plastic thong for attaching [illegible]. Length closed [illegible]. 1 dozen on display card [illegible] less sold.

No. 10C133. Per dozen **11.76**

Berkeley Swing-Lok Knife. Smartly embossed luxury-chrome finish. Finest quality scientifically tempered steel blade. Swings open and locks open so it can't snap closed while in use. Size closed about 2¾". One dozen in attractive counter display container holding 12 knives in individual boxes (no less sold. Retail 1.00 each

No. 10C37.

Per dozen....**7.06**

"Deputy Sheriff" Set. Boy's 1-Blade Jack Knife with chain and cast metal star embossed "Junior Sheriff". Size of knife closed 3". Has colored metal handle with colored illustration, polished cap and bolster, spear point blade mirror polished and 14" cadmium plated link chain. Each set on card, 1 dozen cards in carton (no less sold).

No. 10C121. Per dozen **4.35**

"Sportsmaster" Switch-Back 1-Blade Knife. One large clip-blade, mirror polished; fancy colored celluloid handle with polished nickel type cap and bolster. Size of knife closed, 4¼". One dozen on display card.

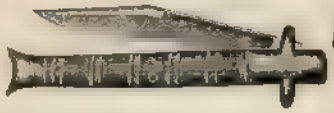
No. 10C36. Per dozen **4.35**

"Lone Ranger" Pocket Knife. 2-blade boys' knife-spear and combination screw driver-cap lifter. Assorted colored handles. Has picture of "Lone Ranger" and "Silver" on front; a half-round "silver bullet" on back. With genuine rawhide thong attached. Size of knife closed about 3⅛". 1 dozen on attractive display card.

No. 10C115. Per dozen.. . .. ... **5.88**

"Spook" Switch-Back 1-Blade Knife. With "Glo" plastic handles carrying indelible "Spook" imprint, glows in the dark. Solid nickel silver bolsters, solid brass linings. Length closed 4⅝". 1 dozen on display card (no less sold).

No. 10C132. Per dozen **7.06**



1-Blade Cross-Bar Dagger Knife. Clip blade. Full metal bolsters. Assorted color Pyralin handles. Length closed 3⅜". 1 dozen on attractive display card.

No. 10C100. Per dozen.....**4.35**

3-Blade Camp Knife. Scout type. Large spear blade, can-opener blade, combination screw-driver and cap lifter. All mirror polished. Plastic handle with shackle. Length closed 3½ inches. 1 dozen on card, assorted colored handles

No. 10C8. Per dozen .... **[illegible]**

"Dick Tracy" Luminous Pocket Knife with Magnifying Glass and Whistle. Unbreakable luminous plastic handle stamped "Dick Tracy and Junior" or "Dick Tracy and B.O. Plenty" on one side and "Clue Detector and Crime-Stopper Whistle" on other. Plastic thong attached. Clip blade; Clue Detector Magnifying Glass, Crime-Stopper Whistle. Brass lined, solid nickel silver tips. Length closed 3⅛". 1 dozen on display card (no less sold).

No. 10C131. Per dozen **7.06**

Pocket Knife. Two blades, mirror polished. Celluloid handles in assorted colors, with full nickel type bolsters. Size closed 3⅛". 1 dozen in box.

No. 10C30. Per dozen.....**Disc**

PORTER MODERN TABLES

True beauty of modern styling is expressed in these tables. They add beauty and splendor to any living room. All pieces durably constructed and exquisitely carved from Bleached and Cordovan Mahogany. All tops machined and hand rubbed with waxed lubricant which makes them easier to maintain and keep in good condition.

STEP TABLE

Beautiful design and durable construction from Bleached and Cordovan Mahogany 26½x19x23 in. high. 24 lbs. (#9030)
No. 12H-4475.
Index 1-2630. LIST **42.50**

STEP LAMP TABLE

Unusual design and sturdy construction from Bleached and Cordovan Mahogany. 24x24x25 in. high. 29 lbs.
No. 12H 4476 (#9010).
Index 1-2630. LIST **42.50**

END TABLE

Exquisite pattern and sturdy construction. Made from Bleached and Cordovan Mahogany. 28x16x23 in. high. 26 lbs. (#9020).
No 12H-4478
Index 1 2620 LIST **42.50**

CORNER TABLE

True grace and beauty expressed in lines and pattern of this exquisite table. Bleached and Cordovan Mahogany 32x32x23 in. high 45 lbs.
No 12H 4479. (#9050).
Index 1 3930 LIST **64.95**

COCKTAIL TABLE

Smart and practical pattern carved from sturdy Bleached and Cordovan Mahogany 48 x 25 x 25 in. high. 26 lbs.
No 12H-4480 (#9040).
Index 1 3820 LIST **42.50**

PORTER MODERN TABLES F.O.B. RACINE, WISC.

TRADITIONAL TABLES

Reproductions and actual duplications of the Past Masters, emphasizing hand rubbed finishes and the minutest of fine cabinet work. All woods are kiln dried and the best obtainable. Honduras Mahogany and Crotch grains. All details and carvings carefully hand finished by skilled craftsmen, beautifully enhancing the grains by numerous finishing and mellowing processes.

MATCHING REGENCY TABLES

COCKTAIL TABLE

Honduras Mahogany with leather top, highlighted by hand padding and tooled with gold leaf. Solid mahogany base and rails 47x22 top 18½" high 50 lbs. (#6112)
No 12H-4418
Index 1 5669 LIST **87.50**

LAMP TABLE

Honduras Mahogany with leather top highlighted by hand padding and tooled with 24K gold leaf. 22x22" top. 28 high. 25 lbs. (#1112).
No. 12H-4436.
Index 1-4440. LIST **69.95**

MATCHING "LION HEAD" TABLES

COCKTAIL TABLE

Honduras Mahogany with leather padded top and rails hand tooled with 24K gold trim. Antique brass lion heads with ring in mouth on corners. 42x22 top 18" high 50 lbs.
No 12H-4419 (#6116)
Index 1-6059 LIST **92.50**
Same as above with mahogany rails
No 12H 4420 (#6115)
Index 1 5580 LIST **85.95**

LAMP TABLE

Honduras Mahogany with leather padded top and rails hand tooled with 24K gold trim. Antique brass lion heads with rings in mouth on corners. 22x22 top 28 high 25 lbs.
No 12H-4437 (#1116).
Index 1-4586 LIST **69.95**
Same as above with mahogany rails
No 12H-4438 (#1115).
Index 1 4193. LIST **65.50**

STEP UP TABLE

Honduras Mahogany with Crotch Mahogany rails. Leather hand padded top trimmed with hand tooled 24K gold leaf. 27½x17 top. 28" high 35 lbs. (#2.8)
No. 12H 4429
Index 1 3828 LIST **59.95**

DRUM TABLE

Honduras Mahogany with Crotch rails. Hand padded leather top trimmed with hand tooled 24K gold leaf. Antique brass claws, casters and drawer pulls. 21x24" drawer 31x31 top. 30" high. 50 lbs. (#464).
No 12H-4430.
Index 1-8961. LIST **135.00**

WHICH IS *YOUR* CHOICE?

41′ SEDAN

The choice of hundreds of yachtsmen who consider this the finest all-around model for cruising and fishing Sleeps 6—2 toilets—large enclosed deck house and cockpit.

Single or twin screw.

41′ SPORT

The choice of the fishing yachtsman Aft cockpit is 20 feet long. Flying Bridge, hot water and shower available. Sleeps 5—crew quarters—2 toilets—dinette—galley.

Single or twin screw.

41′ DOUBLE CABIN

The choice of the whole family for extended cruising. Flying bridge—sleeps 6—2 toilets—a real home afloat. Dual controls and Navy top available.

Single or twin screw.

THE finest cruisers ever built by Matthews are yours for 1952. Production will be limited, so contact your dealer at once. Send for free catalog on the model you prefer.

SORRY

Due to our heavy defense program, our backlog of orders, and the increasing shortage of materials, our cruisers will not be on display at the Boat Show this year.

THE MATTHEWS COMPANY
PORT CLINTON 4, OHIO
DEALERS COAST-TO COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Boulevard

"Wherever you cruise . . . you'll find a Matthews"

Repairmen say Pennsylvania Power Mowers are much the easiest to sharpen and they seldom need repairs or service

There's good reason for this because . . .

PENNSYLVANIAS ARE MADE

Intentionally Better!

When they do need sharpening, it is only necessary to remove 4 bolts to release the cutting unit; reassembly is equally easy. This saves time and money.

For 1953 this great line will offer even more advantages to those who sell lawn mowers as well as those who use them. Definitely, Pennsylvanias will again lead the field in quality and owner satisfaction.

As you know, people say the finest things about Pennsylvania power and hand mowers. In addition to friendly word of mouth advertising from satisfied owners, Pennsylvania will again carry on a strong national advertising campaign. Line up with a full Pennsylvania line in '53. Ask your wholesaler.

ACCO

ALSO—Pennsylvania Quality Hand Mowers—Always the Best Since 1877

GREAT AMERICAN
Choice of professional gardeners

PENNSYLVANIA, JR
For heaviest duty and unusual cutting conditions.

METEOR
For terrace and very fine grasses.

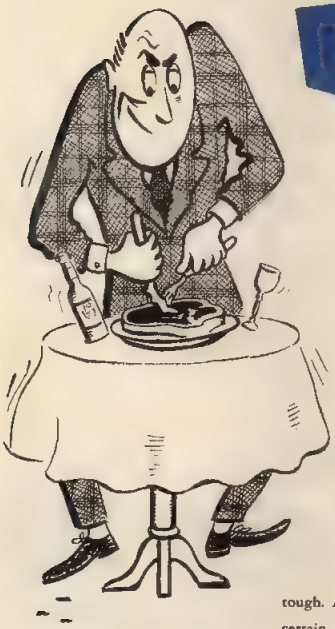
PENNA LAWN
For small lawns or use with P.M. Power Mower

TRIMMER AND EDGER
Does trimming and edging easier, faster, better.

Pennsylvania Lawn Mower Division • American Chain & Cable • Bridgeport, Connecticut

You may be disappointed with your $10 steak

BUT YOU'LL NEVER BE DISAPPOINTED WITH



Unlike steaks, marine oils are supposed to be tough. And Duplex is the toughest of them all. That's why it's certain insurance of top performance and minimum engine wear. It eliminates annoying little difficulties as well as major engine break-downs by lubricating perfectly even under the toughest of tough requirements afloat. For peak pick-up, power and performance, ask for and insist on Duplex always.

SCIENTIFICALLY REFINED FROM PURE PENNSYLVANIA CRUDE OIL SOLELY FOR SERVICE AFLOAT IN INBOARDS, OUTBOARDS, GASOLINE ENGINES AND DIESELS

All vinylite. Hair that can be washed, combed and curled. Regular or "rooted" wig. Retail from $9.98. Separate garments to retail at $2.98.

ADVERTISED IN **LIFE**

New chubby doll with budget appeal...

Nancy Lee

BRAND NEW, chubby Nancy Lee is all vinylite, washable from "head to toe". Sell her "undressed"—wearing slip, shoes and socks—and make extra sales of separate clothes, designed just for her. Buyers report average sale of 3 garments per doll.

This is just one of the many promotional items in the new Arranbee line. Backed by vigorous advertising in LIFE—one-half page November 3rd and one-half page November 17th—pre-selling 20,000,000 readers. See your Arranbee salesman now and be prepared to cash in on this demand.

New Walking Nonette. *Lovable "beauty shop" doll now walks, sits and turns her head. All washable plastic; hair that can be washed, waved and curled. 15", 18", 23" to retail from $7.98.*

Angel Face. *Now available in all vinylite, washable from head to toe. Moving eyes. Some with dynel hair. Beautifully-styled new clothes. To retail from $6.98.*

New Boy Doll. *In line with advances made by psychiatrists in educating parents to idea of boys playing with dolls. Vinylite head, washable latex body, arms and legs. 12" to 17" from $2.98.*

ARRANBEE R&B DOLL COMPANY, Inc.

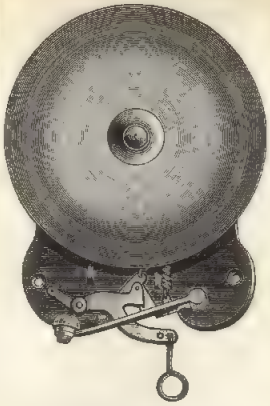
Showrooms: New York 10, N. Y. — 200 Fifth Avenue, Room 1451 — San Francisco 3, Calif. — Western Merchandise Mart, Space 989

ALARM DOOR BELLS

Bronze-plated steel gong, japanned cast iron base and strike plate. Coppered steel wire spring, cast hammer.

Number	125
Diameter gong, inches	4
Weight dozen, pounds	18
Dozen	$20.40

LOCOMOTIVE GONGS



Polished bell metal gong, japanned steel base, brass wire springs, center pull, outside stroke. Sizes 3 to 8 inches have metal hammer, 10 and 12 inches have lignumvitae hammer.

Diam., ins.	Wt. ea., lbs.	Each
3	1	$ 2.00
4	1½	2.90
5	1¾	3.90
6	2¼	5.50
7	4½	8.00
8	5	10.80
10	8½	19.40
12	12	34.00

One in a package

HAND BELLS

Polished brass bell. Black enameled wood handle, coppered steel wire hanger, cast clapper.

No.	Diam. mouth, ins.	Extreme height, ins.	Wt. doz. lbs.	Dozen
3	2⅞	5½	5	$ 14.20
4	3⅜	5¾	7	18.60
5	3¾	6¼	8	24.00
6	4	7	10	33.00
8	5	8⅛	15	50.40
10	5 5/16	9½	24	78.00
12	6½	10¼	33	96.00
14	7¼	11⅛	48	126.00

Paper wrapped

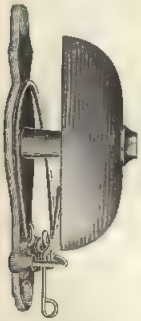
TEA BELLS

Bell metal, nickel plated, enameled wood handles

No.	2
Diam. mouth, ins.	2¾
Wt. doz., lbs.	2½
Dozen	$7.50

One-half dozen in a package

HOUSE GONGS



Bronze-plated steel gong, japanned cast iron base, coppered steel wire spring, straight pull, inside stroke. Metal hammer.

Diameter gong, ins.	4	5	6
Weight dozen, lbs.	13	20	27
Dozen	$21.00	$30.00	$40.20

CALL BELLS

Nickel plated sheet metal bell, japanned base.

No.	10
Diam. base, ins.	2¾
Diam. bell, ins.	2¼
Wt. doz., lbs.	6
Dozen	$5.40

One-half dozen in a box

Nickel plated bell metal gong, plain bronze metal base.

No.	24
Diam. base, ins.	3
Diam. bell, ins.	2¾
Wt. doz., lbs.	7
Dozen	$21.60

One in a box

MECHANICAL TOYS

SPARKLING HELICOPTOR

All metal plane with plunger on rear. When plunger is pushed in, the fly wheel and propeller on top of plane spin causing harmless, colorful sparks to fly out. Lithographed plane is 6½" long.

No. 54322 — Mfr. No. 260
RANGER STEEL PRODUCTS

Dealer Price	G7-33 M
Suggested Retail Price	$ .49 ea.
Inv. _____ Pur. _____	

GUID-A-SCOTTIE

Scottie can be guided in any direction desired by manipulation of his leash. Constructed of steel, lithographed in life-like Scottie colors. Powered by strong, clock spring motor. Tail wags, ears and tail are rubber. 12½" long, 3½" wide, 6¾" high. Dozen per carton.

No. 54331—Mfc. No. 1190
LOUIS MARX AND COMPANY

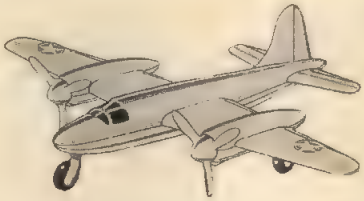
Dealer Price	X61-95 K
Suggested Retail Price	$2.98 ea.
Inv _____ Pur _____	

PACK PLANE AND CARGO

Authentically modeled after the XC-120 of the Air Force. Made of plastic in colors. Has rubber wheels, spinning propellers. Front and rear doors open for loading and unloading jeep and tank which are included. Wingspan 10½", 8" long

No. 54335★ — Mfr. No. XC-120
SWADAR PLASTICS CO.

Dealer Price	L3-65 P
Suggested Retail Price	$ .98 ea.
Inv. _____ Pur _____	



ATTACK BOMBER

Realistically designed attack bomber made of plastic in red and metallic combination. 3-wheel retractable landing gear. Black rubber wheels. 3-blade propellers spin. Measures 6¼" long. One in box. Thirty-six in carton.

No. 54350 — Mfr. No. 326
HUBLEY MANUFACTURING CO.

Dealer Price	D9-33 B
Suggested Retail Price	$ .49 ea.
Inv _____ Pur _____	

ROCKET SPACE SHIP

Futuristically designed rocket space ship with powerful friction motor. Just a slight pressure on top sends rocket ship across the floor, shooting sparks at it goes. Size is 9" long, 4¼" wide, 2¼" high. Thirty-six per carton.

No. 54345 — Mfr. No. 305
AUTOMATIC TOY CO.

Dealer Price	I2-65 F
Suggested Retail Price	$ .98 ea.
Inv. _____ Pur. _____	

MECHANICAL TOYS

CLOUD HOPPER PLANE

Cleverly designed airplane made of tough, durable plastic in beautiful colors. Plane has 3-blade spinning propellers and dummy pilot in cockpit. Measures 9⅜" long, 7⅜" wide, 3⅜" high. Packed one dozen assorted colors per shipping carton.

No. 54358 — Mfr. No. 6530

NOSCO PLASTICS CO.

Dealer Price C4-97 Z
Suggested Retail Price $1.49 ea.
Inv Pur

MECHANICAL ARMY PLANE

Modern designed Army bomber plane. Sturdily constructed of steel with two realistic free spinning propellers and two metal landing wheels. Equipped with long running motor. Key attached. Fuselage measures 13¾" long. Wing spread 18¼", 3⅞" high. Dozen per carton.

No. 54360—Mfr. No. 790

LOUIS MARX AND COMPANY

Dealer Price W3-76 G
Suggested Retail Price $1.09 ea.
Inv. Pur.

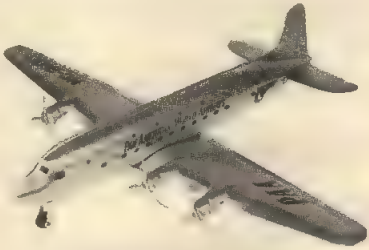
'TOMIC ROCKET

Colorful, streamlined plastic rocket with four transparent fins. Metal wind-up key attached. Motor propels rocket along ground and sparks fly from exhaust. Has start and stop switch. Cap in nose explodes when rocket hits object. Has whistling noise. 15" long. Twelve in carton.

No. 54361 — Mfr. No. 4863

IDEAL TOY CORP.

Dealer Price C41-95 T
Suggested Retail Price $2.98 ea
Inv. Pur



PAN-AMERICAN CLIPPER

Replica of famous Pan American Clipper plane. Made of steel with baked enamel finish and decorated with decals. Complete with dummy motors and spinning propellers. Has tricycle landing gear. Wing span 27½", length 21½". Four in carton.

No. 54363 - Mfr. No. 1669

LOUIS MARX AND COMPANY

Dealer Price R81-95 X
Suggested Retail Price $2.98 ea.
Inv Pur.

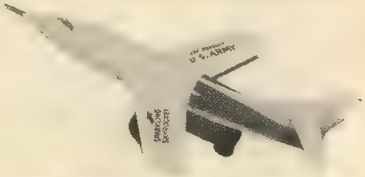
SPARKLING FIGHTER PLANE

Latest type jet fighter plane. Constructed of sturdy detailed plastic. Powered by a friction motor—rubber tires. Harmless sparks are realistically emitted through a transparent exhaust in tail of plane. 12½" long, 8" wide, 3" high. Each in a box. Dozen to carton.

No. 54362—Mfr. No. 1659

LOUIS MARX AND COMPANY

Dealer Price E8-97 A
Suggested Retail Price $1.49 ea.
Inv. Pur.



Big range convenience—but only 30 inches wide!

Frigidaire's "Thrifty-30"—low-priced cooking marvel—with a huge 6-pie oven!

Here's a range to make your eyes dance—the famous "Thrifty-30"! Just 30 inches wide—imagine! Yet the big, *big* oven takes a 30-pound turkey with ease—or bakes six pies at once. What's more, you'll enjoy automatic cooking. The exclusive Cook-Master Oven Clock Control master-minds an entire dinner, while you're out of the kitchen doing other things you want to do. New Radiantube Cooking Units give more heat on less current.

You'll love the smart good looks of this little beauty. And remember—Frigidaire craftsmen built it, covered it with easy-cleaning, good-looking Lifetime Porcelain finish, for a long, satisfying career in your home. See the "Thrifty-30"—biggest little range ever designed—at your Frigidaire Dealer's soon.

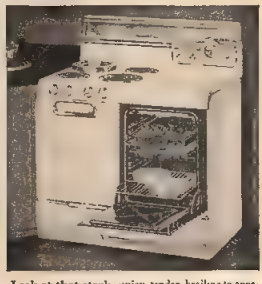
Only the Frigidaire "Wonder Oven" Range bakes and broils in the same oven—at the same time!

This is truly dream cooking! Right in the same oven—right at the same time—you bake as you broil or roast. Because here you have *two* good-sized ovens. Each with its own heat. Each doing its own job. Each making life easier, simpler, more fun! And in a matter of seconds you can transform these two ovens into one huge oven!

So many other convenences, too. The famous Cook-Master Oven Clock Control lets you out of the kitchen while entire meals cook to mouth-watering goodness. You'll get more, and faster heat on less current with new 5-Speed Radiantube Surface Units. And lifetime Porcelain finish, inside and out, gives you damp-cloth cleaning ease over a long, long lifetime of service. See the range that's built to be fun to use—Frigidaire "Wonder Oven" right away!

Look! It's 2 ovens — Each with its own heat control. Top oven 10½" high, bottom oven 9½" high — plenty of room for every normal need.

Presto! It's one oven! Just drop the center heating unit down — and you have one giant oven. Holds a 30-lb. turkey!



Look at that steak—juicy, tender, broiling to appetizing goodness. And—you *can* believe your eyes—there's a *cake*, baking to moist, fluffy perfection in the same oven! That's "Wonder Oven" cooking ease!

Learn about the complete line of Frigidaire household appliances at your Frigidaire Dealer's. Look for his name in the Yellow Pages of your phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside (Toronto 17), Ontario.

Frigidaire Electric Ranges

Frigidaire families *like* better, because Frigidaire appliances are better

Frigidaire reserves the right to change specifications, or discontinue models, without notice.

UP IN POLLY'S ROOM.

Dear Polly

Going to Camp—

Dear Polly: I'm going to camp for a week. What shall I take along?

JEANNE, IDAHO

• Ask whoever's in charge for a list of things you'll need. Usually you need a flashlight, tooth paste, soap in a covered dish, towels, wash-cloth, and camera.

In clothing, you'll probably want a bathing suit, shorts, dungarees, blouses and halters, a sweater or jacket, play shoes, and rain togs. Take one dress that doesn't show soil, for church.

Don't take along any valuables, since there'll probably be no place to keep them. Check to see if you'll need bedding—it depends on the camp.

Changing Schools—

Dear Polly: We've moved, and I'll go to a different school this fall. I'm scared at the thought of making all new friends, even though I have changed schools before, and have always been popular. Last year I was a cheer leader Should I try out again? Can you offer any other suggestions?

JERRY, NEW MEXICO

• You've already learned that getting into school activities is a good way to make friends. By all means try out for cheer leader again. Even if you don't get the job, the kids will spot you as the friendly kind of girl who likes to do things.

Start now to make new friends. If you go to church and community affairs, you're sure to meet kids from your school. You'll find it easier to make friends a few at a time this summer, than all at once when you start at the new school.

Taking His Friend

Dear Polly: My boy friend asked me for a date to go to an amusement park. Later I found out he was planning to take another boy along, which I think would spoil our fun. But what can I do?

EVELYN, KENTUCKY

• You could suggest that you find another girl and make it a foursome. A double date can be lots of fun at an amusement park. But if that doesn't work out, be a good sport about it.

Meet Boys at Theater?

Dear Polly: My girl friends and I have been meeting our boy friends at the movie theater Mother won't let me go, now that she knows we're meeting boys—she says nice girls don't meet fellows in town. What do you think?

ANNE, GEORGIA

• I agree with your mother—the boys should call for you at home.

Hand-Me-Downs . . .

Dear Polly: Ever since I can remember, I have worn hand-me-down clothes from my cousins. I'm almost 14 now, and would like to have new things, because the kids tease me about my clothes. How can I make mother understand this?

HELEN, DELAWARE

• Maybe mother does understand, but perhaps the budget won't stretch to cover all new clothes for you. If you talk it over with her, she might manage to get you a few new things.

But hand-me-downs can be really attractive, if you make them fit you. Add little touches of your own—a tricky scarf, a new belt, or a little tie—that will make a dress really yours.

Speed Queen

AMERICA'S WORK CLOTHES WASHER

2 CASH SAVINGS { 1 SAVE UP TO $175.00 ON PRICE
2 SAVE UP TO $40.00 A YEAR ON SOAP AND HOT WATER

Yes, you can buy a big, family-size Speed Queen, capable of washing up to 7 loads per hour, for as much as $175 *less* than top price washers. In addition, you can save up to $40 a year on soap and hot water, depending on what your local electric or gas rate is. Surely these hard cash savings are worth checking before you buy a new washer. See your nearest Speed Queen dealer this week. Or write —

SPEED QUEEN CORPORATION
Ripon, Wisconsin

SPEED QUEEN

WASHER • IRONER • IRONER

QUALITY-*Plus* BUILDS LEADERSHIP for *Rawlings* ATHLETIC *Equipment*

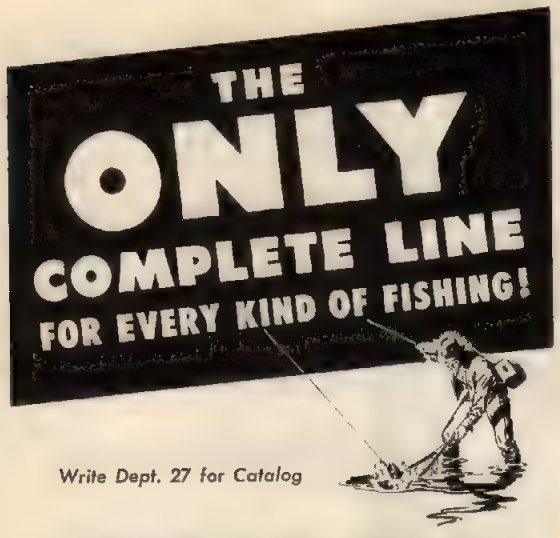
Uniform excellence in materials, original designs and skillful craftmanship has always been synonymous with Rawlings Quality. But the *"plus"* that makes Rawlings the Leader results from a continuous effort to make good athletic equipment even better. That is the reason Rawlings has won and held the praise and preference of professionals and amateurs everywhere—year after year!

IT PAYS TO PLAY

Rawlings Athletic Equipment

THE FINEST IN THE FIELD!

MANUFACTURING COMPANY · ST. LOUIS 2, MO.



Write Dept. 27 for Catalog

OCEAN CITY REELS

Ocean City Mfg. Co., A & Somerset, Phila. 34, Pa.

MONTAGUE RODS

Montague Rod & Reel Co., Montague City, Mass.

WORLD LEADERS IN RODS AND REELS

Nationally Advertised TYPEWRITERS AND ADDERS

REMINGTON "QUIET-RITER" PORTABLE TYPEWRITER

Fine, all-purpose, personal machine. Outstanding reduction of noise and vibration. **Exclusive new features include:** Miracle Tab, Simplified Ribbon Changer, Large Size Platen with Sure Grip Paper Feed, High Speed Escapement and Accelerated Typebar Action. These plus many other features make this machine exactly right for fastest, most efficient performance. Gray velour finish. **Pica or Elite type.** Deluxe carrying case. Ship. wt. 20 lbs.
320K80—Retail $100.37 . . . . . EACH **$77.00**

UNDERWOOD FINGER-FLITE CHAMPION

Convenient, personal-size portable with all essential standard-size features. Has the Underwood exclusive "See-Set" margin. Sets tabs and clears stops from keyboard level. Precision-built for efficiency and long wear. Non-glare gray finish. Fashion-Flite carrying case. **Elite or Pica type.** Ship. wt. 20 lbs.
320K85—Retail $98.07 . . . . . EACH **$73.81**

UNDERWOOD LEADER ELECTRIC ADDER

Fastest 10-key keyboard machine. **3-motorized keys perform 5 operations, addition, subtraction, non-addition, sub-totaling, and totaling.** Also performs speedy multiplication and division. Automatic totals and sub-totals in Red. **Correction key. Touch method operation.** Complete visibility. Lists 99,999.99 totals 999,999.99. Fawn plastic case. Complete with dust cover and directions. Ship. wt. 26 lbs.
320K95—Retail $287.80 . . . . . EACH **$227.13**
Hand Operated Adder. As above. Adds, subtracts, divides. **Retail $173.77.**
320K89 . . . . . EACH **$137.45**

UNDERWOOD LEADER PORTABLE TYPEWRITER

Outstanding typewriter for every kind of use. Convenient and efficient. **Offers many unusual features at low cost.** Writes all common arithmetic signs and degree mark as well as all usual business symbols. New duo-tone finish. Sturdy carrying case. **Pica type only.** Ship. wt. 18 lbs.
320K79
Retail $88.60 EACH **$53.00**

IMPORTANT

New typewriters and adding machines are Fair Traded and must be resold at established minimum retail prices. Exceptions: Missouri, Texas, Vermont and District of Columbia. Cannot be distributed by us at our net prices direct to consumers.
All Quotations include M.E. Tax.
SPECIFY PICA OR ELITE TYPE WHEN ORDERING TYPEWRITERS.

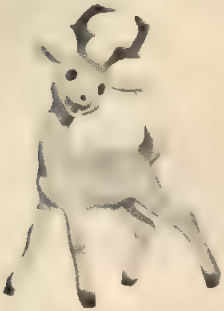
R. C. ALLEN ADDING MACHINE WITH DIRECT SUBTRACTION

Model 75. Expertly designed and engineered to assure complete accuracy and long lasting service. Precision built to close tolerance. **Many outstanding features make this one of the most efficient and reliable office machines built.** Has automatic clear signal, automatic ciphers, visible dials and entered items. **Subtracted items print in red for extra convenience in checking. Capacity 99,999.99 . . . ideal where capacity to 100,000.00 is sufficient.** Has 4½" carriage. Light weight [illegible] and compact. **Guaranteed for one year by R. C. Allen Company.** Ship. wt. 25 lbs.
320K91 Retail $166.42 EACH **$134.43**

R. C. ALLEN "STANDARD" OFFICE TYPEWRITERS

Dependable; easy to operate; gives years of service. Effortless typing for speedier, better looking work. **Has accelerating mechanism, "wonder window," simple adjustments, easy to clear.** Sturdy machine for constant, heavy duty work. Soft green finish. Ship. wt. 40 lbs.
320K88—11" carriage. Retail $167.75. EACH **$115.94**
320K92—14" carriage. Retail $183.58. . . . EACH $126.89
320K93—18" carriage. Retail $225.77 EACH $156.02

INFANTS' TOYS



FLAGTAIL THE REINDEER

Made of pure latex rubber in Ivory color. Antlers, ears, cheeks, body, legs and hoofs tinted. Fitted with plastic whistle. In colorful cellophane window box. Twelve per carton.

No. 52440—Mfr. No. R-32
REMPEL MANUFACTURING CO.

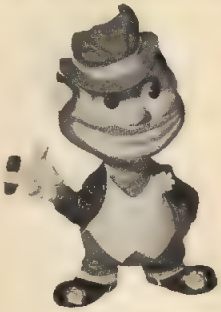
Dealer Price ..... **X1-45 O**
Suggested Retail Price **$ .69 ea.**
Inv._____ **Pur.**_____

FLEECY THE LAMB

Fitted with metal bell and pink or blue tasseled cord. Has metal whistle Made of pure latex rubber. Packed in cellophane window carton. 12 per carton.

No. 52442—Mfr. No. R-10
REMPEL MANUFACTURING CO

Dealer Price ..... **W8-45 T**
Suggested Retail Price ..... **$ .69 ea.**
Inv._____ **Pur.**_____



HO - JO THE BO

A lovable little character made of pure latex rubber and colorfully decorated. Fitted with whistle. All colors used in decoration harmless. Cellophane window box. Twelve per carton.

No. 52444—Mfr. No. R-51
REMPEL MANUFACTURING CO.

Dealer Price ..... **D6-58 N**
Suggested Retail Price **$ 89 ea.**
Inv._____ **Pur.**_____

BOY PUPPY

Constructed of vinyl so it's washable. Has jointed arms and head, glassene eyes, painted features. Stands 11" tall. A lovable little plaything for small children. Each in box. Twelve per carton.

No. 52462—Mfr. No. 7411
IDEAL TOY CORP.

Dealer Price ..... **D31-95 F**
Suggested Retail Price **$2.98 ea.**
Inv._____ **Pur.**_____

GIRL PUPPY

Just like the Boy Puppy. Made of washable vinyl and has jointed arms and head, glassene eyes and painted features. Dressed in pastel colored sunsuit. Stands 11" tall. Each in box. Twelve per carton.

No. 52463—Mfr. No. 7412
IDEAL TOY CORP

Dealer Price ..... **J71-95 B**
Suggested Retail Price **$2.98 ea.**
Inv._____ **Pur.**_____

THE SNOW BEAR

A new type of molded real skin vinylite toy. The little bear has a head that actually turns. This will delight young folks with the variety of positions possible.

No. 52464—Mfr. No. H-35
GERBER PLASTICS CO.

Dealer Price ..... **L5-45 C**
Suggested Retail Price **$ .69 ea.**
Inv._____ **Pur.**_____

TOYS FOR LITTLE TOTS

DANNY DOG

An infant's toy that is safe, soft and unbreakable. Made of molded skin vinylite with head that really turns. Completely washable. In showcase box

No. 52465—Mfr. No. H-33
GERBER PLASTICS CO

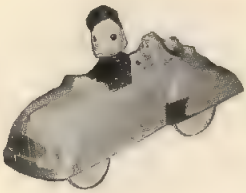
Dealer Price ..... R8-45 K
Suggested Retail Price ..... $ .69 ea.
Inv._____ Pur._____

YIPPY THE CHICK

A lovable little chick made of soft, pure latex rubber. Stands 6⅛" high. Has metal whistle inside — squeaks when squeezed. Sanitary, washable, durable.

No. 52466—Mfr. No. R-6
REMPEL MFG CO

Dealer Price ..... E5-39 K
Suggested Retail Price $ .59 ea.
Inv._____ Pur._____



DONALD DUCK ROADSTER

A miniature roadster occupied by that lovable Disney character, Donald Duck. Made of rubber for safety and durability. Furnished in bright, safe colors. 6⅝" long, 8 red, 4 yellow to carton

No. 52467—Mfr. No. 12018
SUN RUBBER CO

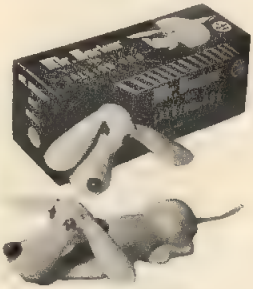
Dealer Price ..... S7-39 A
Suggested Retail Price ..... $ .59 ea.
Inv._____ Pur._____

TALKING CLOWN

Duck his cigar in water and squeeze. He gurgles, grunts, wheezes, giggles. One-piece seamless molding in plastic. Stands 11" high, 4" wide. Packed in display box.

No. 52468—Mfr. No. C-711
GERBER PLASTIC CO.

Dealer Price ..... P5-52 C
Suggested Retail Price $ .79 ea.
Inv._____ Pur._____

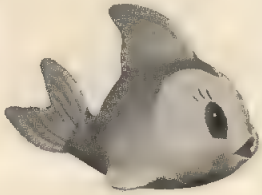


TALKING DOG

Mister Barker is a flop-eared plastic hound who talks when his head is dunked in water and squeezed. He's flexible and unbreakable. 8" long.

No. 52469—Mfr. No. D-66
GERBER PLASTIC CO.

Dealer Price ..... L8-65 R
Suggested Retail Price $ .98 ea.
Inv._____ Pur._____



CLEO THE FISH

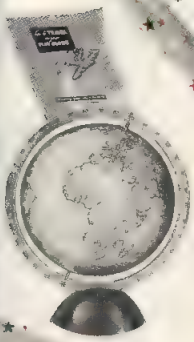
Vinyl fish measuring 7½" long, 5" high. Sanitary—easily washed. It bubbles, gurgles and floats. In cellophane window box. Colorfully featured and decorated.

No. 52470—Mfr. No. 14022
SUN RUBBER CO.

Dealer Price U4-65 K
Suggested Retail Price $ .98 ea
Inv._____ Pur._____

MAGNETIC GLOBAL AIR RACE

No. 805 A thrillingly realistic round-the-world flight game. Players spin for flying time and distance on the colorful base, circle the metal globe with magnetized airplanes using play money and gasoline. Airports marked in red on 8" globe. Includes good and bad luck chance cards, airport finder. Individual carton, 3 lbs. **$4.95**



Travel Globe

No. 615 Children love actually "traveling" on this 6" metal globe. Attractive 12-page booklet tells which way is which, how to find their way in the world, how to fly around the world in their own room, measure great circles, compare time, etc. Packed 12 to a carton of 15 lbs. **$1.95**

World-O-Fun

No. 610 6" metal globe swings freely round and round on a pivot mounting, so any part can be seen easily. Colorful 84 page book of pictures, stories, games, puzzles fits into the base. Makes geography an exciting game. 6 to a carton of 12 lbs. **$2.95**

All maps, all globes are full color, up-to-the-minute, authentic, detailed.

Air-Ways Globe

No. 810 An 8" metal globe with airline distance chart of Great Circle routes. Two magnetized airplanes to hop from place to place. Individual carton, 3 lbs. **$3.95**

Globe Bank

No. 605 A useful and educational saving bank. Vivid colors on accurate 6" metal globe. Slot at top takes coin up to 50c. Opens at bottom with key. 12 in carton of 12 lbs. **$1.50**

315 - 325
N. HOYNE AVE.,
CHICAGO, 12

The Double Cabin "40" at the New York Motor Boat Show

Crowds viewing the "27" Express Cruiser (right) and the "33" Sedan Cruiser during the New York Motor Boat Show

With Those Who Know FINE BOATS it's RICHARDSON

▶ At the New York Motor Boat Show and again at the Chicago Show the reception accorded Richardson Cruisers for 1952 was demonstrative evidence of the fact that those who know fine boats give the plaudits to Richardson. To learn why Richardson sets the Standard of Comparison see your Richardson Dealer or write.

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

DAISY AIR RIFLES—1000 shot repeaters, carbines—lever or pump action

1. "DAISY DEFENDER" target air rifle for junior sharpshooters 50 shot capacity. Two rear sights in one—open and peep. Wind, elevation adjusts. Forced feed barrel, lever action, Fiberon stock, sling, secret butt plate. Mailable.
36 Y 8187E—36-in. Shipping weight 5 lb.....**7.49**
36 Y 8189—1350 BB's. Ship. wt. 1 lb. 10 oz....**45c**

2. DAISY PUMP REPEATER. "King of the BB guns". Faster shooting, rapid repeater is perfect for target practice. 1-bolt takedown, adjustable sporting rear, blade front sight. Forced feed, forearm cocking action for quickest reloading. Blued steel parts. 36-in. long. Mailable.
36 Y 8174E—Shipping weight 5 lb.....**7.49**

3. DAISY RED RYDER CARBINE. 1000 shot repeater BB gun. Smooth pistol grip. Blued steel parts. Scope has elevated adjustment—score a bullseye every time. Polished wood stock embossed with Red Ryder's name and picture for Western trim. 36-inches long. Mailable.
36 Y 8180E—Shipping weight 4 lb.....**5.30**

4. DAISY 1000 SHOT CARBINE repeater BB gun. Features scope with elevated adjustment, smooth non-slip pistol grip, sturdy blued steel parts. Polished wood stock. 36-in. long. Mailable.
36 Y 8173E—Shipping weight 4 lb..... ..**4.59**
DAISY 350 shot repeating BB gun. 33-in.
36 Y 8175E—Shipping wt. 4 lb. Mailable....**3.69**

PELLET RIFLES—Famous Kessler, Sheridan guns—Hyscore pellet pistol

5. KESSLER .22 CAL. PELLET AIR RIFLE. For indoor or outdoor target practice or small game. Single shot, positive bolt action, adjustable rear sight. Walnut stock. 36-in. long. Mailable.
36 Y 8177E—Shipping weight 8 lb.....**12.95**
KESSLER PELLETS .22 Cal. Box of 500.
36 Y 8193—Ship. wt. 1 lb. 6 oz. Mailable.....**1.69**

6. SHERIDAN "SILVER STREAK" AIR RIFLE. .20 cal. single shot, bolt action. Precision rifling. Automatic safety, adjust. sight. Walnut stock.
36 Y 8194E—37-in. Mailable. Postpaid....**23.95**
36 Y 8195—500 pellets. Wt. 1 lb. 6 oz.....**2.35**
7. HYSCORE air pistol .22 cal. single shot.
36 Y 8182R—7¾-in. Express Prepaid.....**13.95**

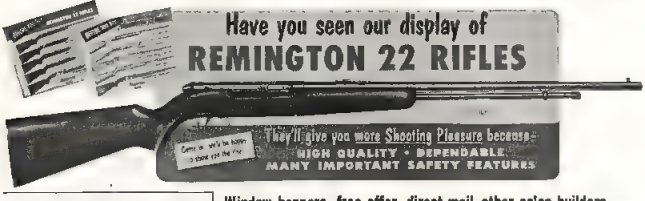
NO PELLET RIFLES OR PISTOLS SOLD TO MINORS

Remington Dealer Letter

DU PONT

BRIDGEPORT, CONN

Free Sales-Booster Kits Help You Cash In on Summer Shooting Fun



RIFLES PLUS STAND: NEW "PACKAGE" PLAN!

This neat space-saving display gives Remington 22 Rifles an extra "point-of-purchase" appeal And now you can get stand and rifles together in a special package arrangement.

Ask your Remington wholesaler for information on the rifle assortments available. He'll be glad to give you complete details.

Window banners, free offer, direct mail, other sales-builders yours for the asking!

Your window will shout "SHOOTING FUN" with the big 11" x 42" banner. It shows the popular Remington Model 550 autoloading 22 rifle, beautifully lithographed in natural color . . . says, "Come in!"

There's also an 8½" x 11" window display chart illustrating 5 of the most popular Remington 22 rifles in color. Plus the same in black and white for handy reference inside.

Still another bright 11" x 28" banner invites customers with an offer of free targets. Comes with 100 NRA Ranger targets in neat holder. Also, there's a handsome sample mailer,

ready for you to stamp and send to your best prospects.

These and many other handsome attention-getters and mailing pieces are yours for the asking. Just check the handy coupon below. Get on the summer sales band wagon today!

Counter displays stop store traffic for Remington oil, target throwers

Strategically spotted where store traffic is heavy, these bright-colored displays are good reminders for profitable related-item sales.

Displays are now being packed with new shipments of Remington Oil and target throwers, but you can get them separately for supplies on hand Just check the coupon at right!

CLIP AND MAIL TODAY!

Remington Arms Company, Inc., Sales Promotion Division, Dept. H R., Bridgeport 2, Conn.

☐ Yes—please rush free Summer Sales Booster Kits

☐ Include my free displays for Oil and Thrower

Name _____

Address _____

City _____ Zone _____ State _____

River-Runt Baits and Weedless Hooks

Heddon
"MIDGIT DIGIT RIVER-RUNT-SPOOK"

The famous "Midgit Digit" in plastic. This lure is the smallest of the River-Runt family. Ideal for walleyes, bass and pike. Colors SD-L-P-RH-XRY-XRS-XRW-XBW. Dealer 9.72.

No. 18R86. Less 2% net.
Per dozen 9.52

Heddon
"MIDGET RIVER-RUNT-SPOOK"

A shade larger than the "Midgit Digit". Sinks slowly and has excellent action. Weight ⅝ ounce. Length 2¼ inches. Colors L-P-M-RB-RH-SD-XBW-XRG-XRS-XRW-XRY. Dealer 9.72

No. 18R81. Less 2% net.
Per dozen 9.52

Heddon
"GO-DEEPER-RUNT"

Especially designed for deep feeding fish such as walleyes. Goes deep with a wiggle and stays deep due to a large lip. Weight ⅝ ounce. Length 2½ inches. Colors SD-M-RB-L-P-RH-XBW-XRG-XRY-XRS-XRW. Dealer 10.80.

No. 18R90. Less 2% net
Per dozen 10.58

Heddon **"CRAZY-CRAWLER"** Small Size

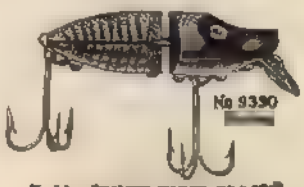
The tops in top-water baits. A surface bait with a swimming crawling action that really gets the big ones. Weight ⅝ ounce. Length 2½ inches. Colors BF-GM-BWH-YRH-XRS-XRW. Dealer 10.80

No. 18R87. Less 2% net
Per dozen 10.58

Heddon "River-Runt Spook"
(Floating)

Floats when at rest. When retrieved dives with a wiggling motion to a depth of a foot or two. Ideal for shallow water. Weight ½ ounce. Length [illegible] inches. Colors SD-M-RB-P-RH-XBY-XRY-XRW-XRS-XBW. Dealer 9.72.

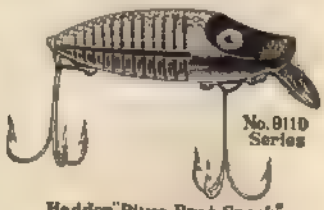
No. 18R83. Less 2% net
Per Dozen 9.52



Heddon "RIVER-RUNT-SPOOK"
(Jointed, Sinking)

Similar to River Runt Spooks, only jointed. Has lively action with plenty of tail kick. Length [illegible], weight ⅝ oz. Colors SD-RB-M-P-RH-L-XRS-XRG-XRY-XRW-XBP-XBW. Dealer 10.80

No. 18R111. Less 2% net.
Per dozen 10.58



Heddon "River-Runt-Spook"
(Sinking)

The original transparent River-Runt Spook. Slightly larger than the [illegible]. Sinks slowly and has fast wiggling action. Weight [illegible] ounce. Length 2½ inches. Colors L-M-P-RB-RH-XRY-SD-XRG-XRS-XRW-XBW. Dealer 9.72

No. 18R82. Less 2% net.
Per dozen 9.52

Heddon
"PUNKINSEED"

A sinking bait which travels approximately 2 feet under the surface when retrieved. Catches bass, walleyes, and pike when other lures fail. Weight ⅝ ounce. Length 2½ inches. Colors SD-CRA-SUN-BGL. Dealer 9.72

No. 18R85. Less 2% net
Per dozen .. 9.52

Heddon
"CHUGGER-SPOOK"

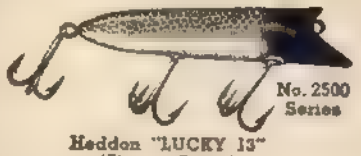
A surface lure designed for chugging or popping. Especially effective for bass around lily pads. Weight ½ ounce. Length 3 inches. Colors L-RH-XRY-XRS-XRW-XBW. Dealer 9.72.

No. 18R84. Less 2% net.
Per dozen 9.52

IMPORTANT

Below are the standard Heddon River Runt colors. When ordering, please use the letter designation of the color desired. Example: If ordering the Punkinseed bait in Sunfish color it would read as follows: 18R85 SUN

Color	Designation
Rainbow	RB
White Body, Red Head	RH
Yellow Perch Scale	L
Pike Scale	M
Shiner Scale	P
Shad	SD
Yellow Shore Minnow	XRY
Green Shore Minnow	XRG
Silver Shore Minnow	XRS
Black & White Shore Minnow	XRW
Red & White Shore Minnow	XBW
Crappie	CRA
Sunfish	SUN
Bluegill	BGL
Bullfrog	BF
Greymouse	GM
Natural Crab	NC
Pearl and Black Shore Minnow	XBP



Heddon "LUCKY 13"
(Floating-Diving)

A floating-diving bait that can be used also as a surface bait. Perfect "chugging" action when jerked, lifelike action on the retrieve. Selected cedar body. Weight ⅝ oz. length 4". Colors RH-L-JRH. Dealer 9.72

No. 18R113. Less 2% net. Per doz. 9.52

Heddon "FLAPTAIL-MUSKY VAMP"
Makes a Lively Surface Commotion

The revolving "flap" or tail creates a commotion different from all other lures. Excellent for the larger saltwater fish as well as muskellunge. Selected cedar body, strongest construction. Weight 2¼ oz., length 6¾". Two 5/0 treble hooks. Colors SD-RH-PBH-LAS. Dealer 14.40

No. 18R121. Less 2% net. Per dozen.. 14.12

Heddon "Vamp Spook"
(Floating - Diving)

A famous floating-diving lure. Floats when at rest, dives and travels under water on the retrieve. Excellent for trolling. Weight ⅝ oz., length 4¾". Colors M-L-RH-XRY-XRS-XBW. Dealer 9.72

No. 18R120. Less 2% net. Per doz... 9.52

Heddon Jointed "Go Deeper" "River Runt Spook"

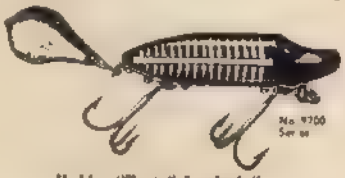
Slow-sinking, deep-diving, jointed lure with snake-like, crawling action. Ideal for deep water trolling. Length 4¾", weight ⅝ oz. Colors: RH-XRY. Dealer 10.80.

No. 18R89. Less 2% net. Per dozen 10.58

Heddon "GO DEEPER CRAB"
A Floating, Deep Diving Bait

Trolling or Casting lure designed for deep water. Floats high when at rest, yet retrieves deep. Length 3½", weight ½ oz. Colors RH-NC. Dealer 10.80.

No. 18R88. Less 2% net. Per dozen.... 10.58



Heddon "Flaptail Spook, Jr."
A Surface Bait

Small size flap tail with life-like action due to fluttering spoon on tail. Easy bait to use because it works itself. Length 3", weight ½ oz. Colors: RH-L. Dealer 9.72

No. 18R123 Less 2% net. Per dozen.....9.52

DOLLS—DOLLS—DOLLS

MAGIC FLESH DOLL

Vinyl head doll with sleeping eyes and cotton filled body. Has voice, Saran wig that can be brushed, combed, shampooed. Organdy dress, slip, bonnet, undies, shoes, socks. Has plastic curlers. 16" tall. Twelve per carton.

No. 50332—Mfr. No. 2497
IDEAL TOY CORP.

Dealer Price ..... P73-90 H
Suggested Retail Price ..... $5.95 ea.
Inv._____ **Pur.**_____

20" BABY DOLL

A large, 20" soft body doll with Saran hair to wash, comb, set, etc. Has latex arms and legs, voice, etc. Comes in assorted colors. Each in box

No. 50335—Mfr. No. 304
ROBERTA DOLL CO.

Dealer Price ..... F64-55 R
Suggested Retail Price $6.95 ea.
Inv._____ **Pur.**_____

24" BABY DOLL

Large soft doll beautifully dressed in ninon dress and other accessories. Has Saran wig and curlers. Latex arms and legs, plastic head, voice. Assorted colors. Each in box.

No. 50340★—Mfr. No. 606S
ROBERTA DOLL CO.

Dealer Price ..... C45-20 N
Suggested Retail Price ..... $7.95 ea.
Inv._____ **Pur.**_____

27" BABY DOLL

A life-size soft body doll with plastic head, latex arms and legs, voice. Dressed in ninon dress, bonnet, slip, shoes and rubber pants. 27" tall. Assorted colors. Each in box.

No. 50343—Mfr. No. 607
ROBERTA DOLL CO.

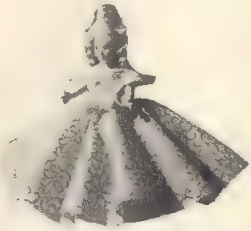
Dealer Price ..... M45-20 L
Suggested Retail Price ..... $7.95 ea.
Inv._____ **Pur.**_____

16" BABY DOLL

Composition head, latex arms and legs, soft stuffed body, moving eyes, real lashes, Saran washable wig, voice. Dressed in rayon dress, bonnet, panties, shoes and socks. 16" tall. One in carton.

No. 50382★—Mfr. No. 1/8S
P. & M. DOLL CO

Dealer Price ..... T82-60 I
Suggested Retail Price ..... $3.95 ea.
Inv._____ **Pur.**_____



MUSICAL GLO-GIRL

Something new. 7½" doll spins around while music box inside plays a tune. She glows in the dark. Comes in large variety of musical numbers and beautifully styled dresses. Dozen to carton.

No. 50383—Mfr. No. 200
F. B. A. INDUSTRIES

Dealer Price ..... N42-65 L
Suggested Retail Price $3.95 ea.
Inv._____ **Pur.**_____

DOLLS & MORE DOLLS

MAGIC HAIR DOLL

New Saran wig inserted in head strand by strand. Realistic. Vinyl head with sleeping eyes, lashes. Vinyl arms, legs, cotton body with voice. Dressed in organdy dress. Comes with plastic curlers. 18" tall. Twelve in carton.

No. 50392—Mfr. No. 2605
IDEAL TOY CORP.

Dealer Price F86-49 Y
Suggested Retail Price $9.95 ea.
Inv._____ **Pur**_____

HEART BEAT DOLL

A really new doll feature. Self-winding device inside makes heart beat sound that can be heard plainly. Vinyl body, legs, arms and head. Has Saran wig. Dressed in ninon dress and accessories. 18" tall. Six per carton.

No. 50396★—Mfr. No. 421
HORSEMAN DOLLS, INC.

Dealer Price N45-20 B
Suggested Retail Price $7.95 ea.
Inv._____ **Pur**_____

18" FAIRY SKIN DOLL

Soft vinyl plastic body, arms, legs and head. Has Saran wig that can be washed, combed like real hair. Has coo voice and dressed in ninon dress and slip, panties, shoes and sox. 18" tall. Six per carton.

No. 50401—Mfr. No. 810
HORSEMAN DOLLS, INC.

Dealer Price A85-20 R
Suggested Retail Price $7.95 ea.
Inv._____ **Pur.**_____

20" FAIRY SKIN DOLL

Similar to No. 50401 Fairy Skin Doll except for size. This 20" doll has Saran wig than can be washed, combed, put up in curlers, etc. Coo voice. Dressed in beautiful ninon dress. Six per carton.

No. 50402—Mfr. No. 820
HORSEMAN DOLLS, INC.

Dealer Price X36-49 F
Suggested Retail Price $9.95 ea.
Inv. **Pur**_____

26" FAIRY SKIN DOLL

This is the largest of the "Fairy Skin" dolls. Stands 26" tall and has all the features the smaller dolls have including Saran wig and Vinyl body. Beautifully dressed. Packed four per carton.

No. 50407★—Mfr. No. 9840
HORSEMAN DOLLS, INC.

Dealer Price Y39-74 L
Suggested Retail Price $14.95 ea.
Inv._____ **Pur**_____

24" RAG DOLL

A jumbo size cuddle doll made of vinyl plastic and assorted print percale material. Has overall effect skirt and bonnet. Hand painted plastic face. Cotton stuffed. Assorted colors.

No. 50419—Mfr. No. 210
A. & L. NOVELTY CO.

Dealer Price $31-49 G
Suggested Retail Price $2.29 ea.
Inv. **Pur**_____

SMITH & WESSON REVOLVERS
Military and Police

Six shot double-action, swing-out cylinder. Blued finish, square butt with walnut stocks. .38 S & W Special.

No.	Caliber	Barrel	Weight	Each
38212	.38	2 ins.	27 ozs.	$62.00
38214	.38	4 "	27¾ "	62.00
38215	.38	5 "	28½ "	62.00
38216	.38	6 "	31 "	62.00
		WITH ROUND BUTT		
No.	**Caliber**	**Barrel**	**Weight**	**Each**
38212RB	.38	2 ins.	27 ozs.	$62.00

.357 Magnum

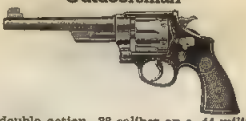
The most powerful hand arm, accurate up to 500 yards and beyond. Six shot, double action, swing-out cylinder. Blued finish with checked Circassian walnut stocks. Adjustable target rear sight, King reflector red bead front sight. Equipped with S & W handle adapter which forces the hand into the proper shooting position. Chambered for the powerful S & W .357 Magnum cartridge, also shoots .38/44 S & W special, .38 S & W special hi-velocity. .38 S & W special, .38 special super-police and .38 S & W special mid-range.

No.	Caliber	Barrel	Weight	Each
Magnum	.357	6 ins.	47 ozs.	$110.00

Six shot double-action, swing-out cylinder. Checked walnut stocks. Adjustable target sights. Six inch barrel.

No.	Finish	Caliber	Wt. each	Each
K22-226DB	Blued	.22	38½ ozs.	$71.50
K32	Blued	.32	36¾ "	71.50
K38	Blued	.38	36 "	71.50

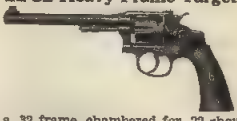
SMITH & WESSON REVOLVERS
Outdoorsman



Six shot double-action, .38 caliber on a .44 military frame. Blued finish with checked walnut stocks. Chambered for .38 S & W special, .38 S & W high velocity, .38 S & W special super-police or .38/44 S & W special.

No.	Caliber	Barrel	Weight	Each
		With Target Sights		
O-386½	.38	6½ ins.	41¾ ozs.	$84.75
		Special Heavy Duty, Fixed Sights		
384HD	.38	4 "	40 "	------
385HD	.38	5 "	41 "	------
386½HD	.38	6½ "	43 "	------

22-32 Heavy Frame Target



Built on a .32 frame, chambered for .22 short, long, long rifle and extra long cartridges. Six shot double-action. Blued finish, checked walnut stocks. 4 inch barrel. Target sights.

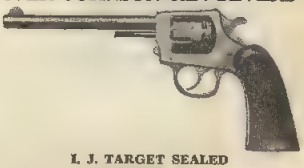
No. 226T ~Weight, 22¾ ozs. ..... Each $66.00

HAND EJECTOR

Six shot, .32 S & W caliber. Fixed sights. Checked walnut stocks. Blued finish.

No.	Length barrel, ins.	Weight each, ozs.	Each
322 HE	2	16½	$58.00
323¼HE	3¼	18	58.00
324½HE	4½	18½	58.00
326 HE	½	19¾	58.00

IVER JOHNSON REVOLVERS



I. J. TARGET SEALED MODEL 68

Solid frame, double action, .22 caliber. Eight shots. Blued finish 6 inch barrel. Hand checkered walnut grip. Shoots short, long or long rifle cartridges. Length overall 10¾ ins., weight 24 ounces.

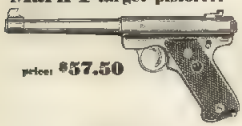
No. 68 ..... Each $22.45

SMITH & WESSON REVOLVERS
Terrier

Five shots. Swing out cylinder. Fixed service type front sight. Square notch rear sight. Length barrel 2 inches.

No.	Caliber	Each
Terrier	.38 S & W	$58.00
	.38 Super Police	58.00
	.38 New Police	58.00

AUTOMATIC PISTOLS
Ruger



MARK I

Chambered for .22 caliber long rifle cartridges. Magazine holds nine cartridges. Fixed sights.

No.	Length barrel	Each
Mark I	6⅞ ins.	$57.50

One in a box

STANDARD

Chambered for .22 caliber long rifle cartridges. Magazine holds nine cartridges. Fixed sights.

No.	Length barrel	Each
Standard	4¾ ins.	$37.50

One in a box

Extra Clips ..... Each $3.00

SPORT KING

Chambered for .22 caliber long rifle cartridges. Ten shot magazine. Fined rear sight. Positive lock safety. Molded diamond checkered thumb rest. Hammerless. Hooded breech.

No.	Length barrel, ins.	Wt., ea., ozs.	Each
Sport King	4½	36	$44.00
	6¾	39	

One in a box

Extra Clips ..... Each $3.00

AUTOMATIC PISTOLS
High Standard

SUPERMATIC

Chambered for .22 caliber long rifle cartridges. Ten shot magazine. Adjustable target rear sight. Ramp type front sight, adjustable. Elevated serrated rib between sights. Hammerless.

No.	Length barrel, ins.	Wt., ea., ozs.	Each
Supermatic	4½	38	$72.00
	6¾	42	

One in a box

Extra Clips ..... Each $3.00

FIELD KING

Chambered for .22 long rifle cartridges. Ten shot magazine. Positive lock safety. Adjustable target rear sight. Molded, diamond checkered, thumb rest grips. Hammerless.

No.	Length barrel, ins.	Wt., ea., ozs.	Each
Field King	4½	36	$59.00
	6¾	42	

One in a box

Extra Clips ..... Each $3.00

OLYMPIC

Chambered for .22 short cartridges. Ten shot magazine. Automatic slide lock. Adjustable target rear sight. Ramp type front sight, adjustable. Elevated serrated rib between sights. Molded, diamond checkered, thumb rest grips. Hammerless. Hooded breech.

No.	Length barrel, ins.	Wt., ea., ozs.	Each
Olympic	4½	34	$72.00
	6¾	39	

One in a box

Extra Clips ..... Each $3.00

A New TOY
For EASTER
. . . From the popular song hit now on Columbia, Decca and Golden Records.
at-play toys
Presents the one and ONLY
*WILLIE
THE
WHISTLING
GIRAFFE
Here is truly a new and different novelty toy that is sure to be among this season's fastest selling toy items. "Willie the Whistling Giraffe" is beautifully fashioned in cream and yellow rayon Plush. He stands 18" tall, has a real whistle the kids can blow and is available with a tie-up display promotion which assures you a sensational sales appeal. "Willie" is furnished in soft cuddly plush to retail for $5.00. Durable plastic for $2.00. See this remarkable EASTER toy and tie-up promotion at the Toy Fair.
Exclusively manufactured by
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS CO.
578 Bankhead Ave., N. W., Atlanta, Ga.
* Copyrighted by
Ben Bloom Music Corp., N. Y.
Wight R.

Tougher ★ Roomier Seaworthier

SaftiCraft gives you more for your dollar than any other boat afloat. *Superior craftsmanship:* precision built by experts, providing greater safety at sea. *Low maintenance cost:* all steel hull, steel-cleaned to insure bond of paint resulting in less upkeep ashore.

Other popular 28′ models.

SERVICE LAUNCH
Seat capacity for 12

THE SPORTSTER
Sleeps two, built for fishing

Easier-to-Handle
Length: 28′
Beam 9′9″ ★ Draft 2′4½″

E. W. & A. P. DUPONT, Inc.
SHIPBUILDERS ★ MORGAN CITY, LA.

E. W. & A. P. DUPONT, Inc.
Shipbuilders, Morgan City, La
Please send additional information about all steel SaftiCraft. ☐ Deluxe Cruiser ☐ Service Launch ☐ Sportster
NAME_____
ADDRESS_____
CITY_____ STATE_____

feet and a jib of 168 square feet. "All I'm waiting for is Spring to come so we can rig her up and see what she can do against some of today's so-called hot rigs," says Peterson, whose yard has built some real big racing machines.

Boat Builders Working Hard

A 40-foot ketch from the designs of G. H. Stadel, Jr., Stamford, Conn., is being constructed at the Baum & Bonivito Boat Yard, Kennebunk. She's planked with mahogany, inch and a quarter, and has a half pine deck. Auxiliary power will be provided by a Jeep engine. She'll carry 3,900 pounds of iron ballast. The main spar will be 42 feet above the deck.

The Kollegewidgwok Yacht Club, Blue Hill Bay, has ordered a 26-foot motor boat from Frank L. Day & Sons Boat Yard, Sedgwick, for use as a launch and a committee boat. Designed by Leonard Richards, Wayne, Penna., she is scheduled for June delivery. Power will be provided by a 90-h.p. Scripps with 2 to 1 reduction, and will include a small storage cabin with toilet forward, and a shelter over the controls. There'll be seating facilities around the back and sides of the cockpit and on the engine box.

Another trim 34-foot cruiser, similar to Balaco built for a Portland physician last year, is being constructed by the Vincent Cavanaugh Boat Shop, Merchant's Wharf, Portland. He's building the hull on speculation and will finish the cabin work to meet requirements of a purchaser. Balaco produced a speed of 18 knots with a Palmer 120.

Activity at Mt. Desert Island boat yards continues, with no indication of a letdown. Bunker & Ellis Boat Yard have finished a 42-foot cruiser for Thomas Falvey, New York, and moved her out of the shed for launching this month. She's powered by a 165-h.p. Gray diesel, and equipped with a 25-watt Ray-Jefferson radio-telephone. Below decks she sleeps four and has a toilet and galley. She has a watertight cockpit and a steering shelter. The yard has started construction of a 35-foot cruiser for Roger Milliken, New York and Northeast Harbor. She'll be powered by a 160-h.p. Chrysler Majestic and be equipped with a 10-watt RCA radio-telephone.

Construction of two 22-foot Bass fishermen has been completed by Rich & Grindle Boat Yard for the Providence Foundry Co., R. I. The yard has an order for another one, but won't start her until it has completed a 32-foot sport fishermen for Henry Wass, Southwest Harbor. The Wass craft will be powered by a Gray 330. She's expected to be ready for launching this month.

Preparing for Launchings

Rich Boat Yard has finished the construction of a 28-foot motor boat for Boyd Lee Spahr, Philadelphia and Southwest Harbor. She'll be powered by a Chrysler engine, and be launched this month.

The Bass Harbor Boat Yard is building a 35-foot cruiser for J. P. Grace, New York. Her power will be a 160-h.p. Chrysler Majestic. She'll have accommodations for four and a galley and toilet in the mahogany trunk cabin. Her beam is 10 feet, draft 3 feet.

Already twenty 15-foot Kingfisher runabouts have been built and sold in a few months by the Henry R. Hinckley & Company, Southwest Harbor, which is mass producing these craft along with active construction of Sou'Wester sailing sloops and Roustabout utilities. The big yard also is constructing the interiors for the Fiberglas cruisers of the Beetle Boat Company, New Bedford, Mass., on a mass production basis. Hinckley reports that the handsome 50-foot auxiliary cutter Jaan, which he personally used the past few years, has been sold to Charles Granville, Wilton, Conn. He's also sold the 32-foot auxiliary sloop Clipper II to Arthur Behal, New York City, and the Sou'Wester Betsy to William Richardson, Noroton, Conn.

The 27-foot open fisherman of Lewis R. Deering, Needham,

Nativity Set

3.98

Wise men on revolving platform

Illuminated church

1.95

25-Pc Bell Set

1.79

10-PC ILLUMINATED NATIVITY SET Something new and beautiful in Christmas scenes. Music, lighting and action all in one. Music box plays "Silent Night". Nine beautifully molded plastic figurines in rich coloring in manger setting—wise men appear on rotating platform before manger. Soft lighting provided by C 7½ lamp included. Sturdy cardboard stable.
R35 J 6232. 6x10x11½ in. high. Mailable (5 lbs.) **3.98**

ILLUMINATED CHURCH Fine for mantel, centerpiece. Ivory colored plastic with red roof. Light glows through colored windows . . . creates beautiful holiday effect. Measures 9½x4x6½ inches long.
35 J 6237 (1 lb.) . . . **1.95**

25-PIECE BELL SET for tree or door. Colorful aluminum bells with tiny ringers inside. Three bells on bar with pine clusters—fitted with rubber suction cups. Also in set are 8 each 2-inch bells, 1⅝-inch bells, 1⅛-inch bells. Hooks included. A set you'll use and enjoy year after year. Shpg. wt. 1 lb.
35 J 6246. . . . . Complete **1.79**

30"

ILLUMINATED ANGEL for tree-top, window or table—a sparkling beauty! All plastic with white skirt, plastic halo and wing tips; gold trim. U.L. approved cord, lamp and two-way socket incl. 8½ in. tall.
35 J 6238 (12 oz.) . . . **1.39**

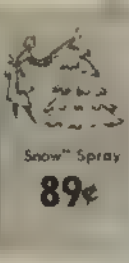
OUTDOOR SANTA. He'll add holiday cheer indoors or out! Full 30 in. high red and white plastic sheeting with composition board back, coated for weather protection. With U.L. approved cord, plug and lamp. Mailable.
R35 J 6239. (5 lbs.) . . . **4.49**

TREE-TOP STAR. Brightly lighted plastic star with clear plastic halo that catches brilliant light of star . . . creates a lovely and unusual effect. Perfect for tree top—may also be used as window decoration. Measures 8¼ inches high. Complete lighting unit is included.
35 J 6221. Shpg. wt. 10 oz. **1.19**

ROPE TWIST CANDLE. Lighted both top and bottom. Use individually and in pairs on mantels, tables, windows. Plastic in bright red and white design resembling candle drippings. With U.L. approved cord, plug and lamp. Measures 12½ inches high.
35 J 6233. Shpg. wt. 1 lb. . . . **2.69**

Use on door

Hang on tree

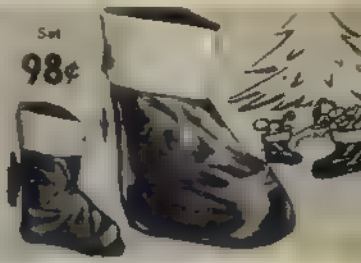


Snow" Spray

89¢

Set

98¢



NEW! LANTERN WREATH Glow from candle-shaped light sparkles on 12-in. red cellophane wreath. Plastic, metallic-appearing lantern. Holly, poinsettia paper spray.
35 J 6241 (13 oz.) . . . **1.59**

HOLIDAY SLEIGH BELLS. Five cheery nickel-plated bells on heavy red and green plastic strap. Holly and cone cluster. Bells measure from ⅞ to 1½ in. across, on 24-in. strap.
35 J 6245. (10 oz.) . . . . . **79¢**

"MAKE IT SNOW" Looks like real snow. Just press the lever and "make it snow" for that extra special finishing touch. Enough to cover 10 to 12-ft. tree beautifully.
35 J 6219. (1 lb.) . . . . . **89¢**

TWO CHRISTMAS BOOTS Red and white sturdy plastic to use year after year. Bigger boot stands 12 in. high, 10½ in. long; smaller boot measures 7 in. high, 5½ in. long.
35 J 6240. (1 lb.) . . . . . Set **98¢**

SANTA AND HIS HELPERS AT THE NORTH POLE

• Santa, helpers, sleigh are plastic • Rubber reindeer

Holiday brightener! Attractive decoration for your mantel or smart centerpiece for the table. Quaint winterland scene shows Santa and reindeer about to leave the North Pole, with helpers waving them farewell. Santa and his helpers are brightly colored, finely molded plastic. Lighting unit concealed behind shrubbery casts soft glow on Santa and reindeer, highlights sparkly snow effect. Base measures 18 in. long, 5 in. wide.
R35 J 6235. Mailable. Shipping weight 5 lbs. . . Complete **2.79**

Santa at North Pole

2.79

SHOP EARLY—USE CONVENIENT MONTHLY PAYMENTS

2.79 (A)

Santa Outfit 6.88 (B)

(C) 94¢

Trimming Set 98¢

Illuminated Tree Stand 3.69 (E)

2 way socket

(G) Tree Stand 1.59

Holiday Radiance for Your Home

Decorations (1) thru (13) shown at right

(1) SHIMMERING GLASS ORNAMENTS Assorted colors reflect dancing lights. Loops for hanging. Many shapes, average size 2⅜ in. diameter.
35 J 6273. (1 lb. 2 oz.) .. 12 for 1.39

(2) GLITTERING GLASS BALLS Assorted solid colors: 6 each, Red, Blue, Silver; 4 Gold, 2 Green. Approx. 1⅜ in. diameter. Hanging loops.
35 J 6262. (1 lb. 4 oz.). 24 for 1.09

(3) REFLECTOR ORNAMENTS to pick up light from all angles. Glass balls, bells, etc. From 2½ to 3½ in. diameter. Loops for hanging.
35 J 6259. (1 lb. 3 oz.) . 12 for 1.19

(4) GLITTERING GLASS ORNAMENTS. Assorted fancy shapes; striped, dimpled, full round, 2 to 2¾ in. diameter. Brilliance for your tree.
35 J 6261. (1 lb. 10 oz.)...24 for 1.69

(5) IMPORTED NOVELTIES For traditionally trimmed trees—distinctive designs. Delicately fashioned spun glass and wire, from 4 to 5 in. high.
35 J 6252. (14 oz.) . . . . .6 for 1.39

(6) 48-PIECE GLASS BALL SET Assorted colors. String them over doors, windows or hang them on your tree. About 1 inch in diameter.
35 J 6263. (12 oz.) .48 for 94¢

(7) SPARKLING PLASTIC ORNAMENTS Practically unbreakable—many attractive shapes and colors. Use them year after year. Range from 2½ to 3 inches in size. Loops for hanging.
35 J 6170. (1 lb. 7 oz.).. .24 for 1.94

(8) BALL-SHAPED ORNAMENTS Bright plastic—practically unbreakable. Different designs; some striped, some ribbed, and some with light-reflecting facets. 2 in. to 2⅜ in. diameter.
35 J 6274. (1 lb. 7 oz.) . 24 for 1.69

(9) BARGAIN ASSORTMENT 47 plastic ornaments, assorted colors and designs. Birds, bells, reindeer, Santa Claus, snowman and clear icicles add interest to your tree! Range in size from about 2 in. to 3 in. high.
35 J 6154. (1 lb.) . . . . . .47 for 1.69

(10) MUSICAL CHURCH. Expresses the true spirit of Christmas—church lights up and Swiss music box plays "Silent Night." Composition board and plywood church. Realistic trees, shrubs. Plastic figures and street lamp.
R35 J 6180. Mailable (7 lbs.) .. 6.79

(11) ROTATING CHRISTMAS TREE New. Adds a bright, cheery glow to any room! Treated paper tree, covered with light-reflecting "snow" glitter; stands 17 in. high. Light bulb illuminates tree and heat causes it to rotate. Absolutely safe! 40-inch cord, 2-way plug.
R35 J 6181. Shpg. wt. 5 lbs. 3.49

(12) GAY LIGHTED WREATH for table or mantel. Star-shaped mirrors on Red cellophane-covered wire stems reflect light from eight C6 lamps. Festive holly and poinsettia base. Measures 22 in. wide by 14 in. high. Lamps, cord and add on socket included.
R35 J 6230. Shpg. wt. 4 lbs. ... 3.49

(13) ORNAMENTAL CANES. Weatherproof snowy White plastic wound with shiny metallic ribbon in candy stripes. Trimmed with pine cones, berries, pine sprays. Striking decoration for outdoor or indoor use. 30 in. long.
R35 J 6253. Shpg. wt. 3 lbs. . .Pair 98¢

(14) 2 TALL ELECTRIC CANDLES Add a bright yuletide touch indoors or out! Completely weatherproof, decorate doorways, fireplace, windows. 4½ in. high, 1½ in. diameter at base. Each with cord, add on socket.
E35 J 6248. Mailable (13 lbs.) Pr. 6.45

(15) 22-PIECE NATIVITY SET Depicts the story of the birth of Christ! Figures are crafted of plaster, hand-finished with long lasting lacquer. Average height of figures is about 5 inches. 14x10-in. manger of heavy cardboard, lithographed to look like wood. Packed in heavy, sectioned box . . . easy to store. Star lighted by a C7½ watt lamp in manger, casts a heavenly glow over the entire scene.
E35 J 6225. Mailable. Shipping weight 10 lbs. ..22 pieces 4.94

15-PIECE SET. Manger measures 11x8x4 inches deep, figures about 4 in. tall.
R35 J 6224. Mailable. Shipping weight 5 lbs. . . . . 15 pieces 2.89

17-PIECE SET. Larger figures, about 8 in. tall, exquisitely detailed. No manger.
E35 J 6226. Mailable. Shipping weight 20 lbs.. . . . . .17 pieces 9.88

Holiday Brighteners (A) thru (G) at left

(A) ELECTRIC FIREPLACE. See card board logs "burn"—fan attachment produces a soft, shimmering glow. Sturdy mantel can hold gifts, is bedecked with a pretty holiday wreath. Fireplace of corrugated cardboard printed in realistic brick pattern; Black mantel. Complete with cord, lamp and fan. Easy to assemble. 40x8½x42 inches high.
R35 J 6176. Shpg. wt. 9 lbs..... 2.79

(B) COMPLETE SANTA OUTFIT. Have Santa himself deliver the gifts. Jolly looking mask of molded latex; silky beard, mustache. Roomy suit holds lots of stuffing. Red cotton 2-pc. Duvetyn suit and hat; White rayon plush trim. Elasticized waist and leg openings. Shiny Black plastic belt, "boot" tops. Full cut—fits medium to large sizes.
35 J 6250. (3 lbs.) . .Set, 6 pcs. 6.88

(C) SPARKLING BELL FESTOONS. Ideal window or door decorations. 2 clusters of 6 Red cellophane bells, 2 in. to 4 in. diameter; 2 water streamer of 8 silver foil bells, 2 in. Bells tied together with Red savor satin ribbon.
35 J 6234. Shpg. wt. 8 oz. Set 94¢

(D) BEAUTIFUL TRIMMINGS add a "finished" look to your tree! 3 boxes of icicles, 2 tinsel garlands, ⅜ in. x 15 ft., 1 box of angel hair, and 1 box of snow—all fire-resistant. Shimmering beauty, priced low at Spiegels.
35 J 6255. (1 lb. 6 oz.).... ....Set 98¢

(E) ILLUMINATED TREE STAND uses C7½ lamps (type used in multiple light sets). 13 in. base, 6 in. high, holds tree up to 3 in. at base. Water tray. 2-way socket, 5-ft. cord.
R35 J 6297. With bulbs. (5 lbs.)...3.69

(G) ECONOMY TREE STAND Sturdy steel, for trees up to 3 in. at base. Legs form 20-in. triangle, detach for storage. Holds water, has slots for lights. Red and Green enameled finish.
35 J 6298. (3 lbs. 12 oz.).. . . . . .1.59

Electrical items are U.L. approved, operate on 110-120 volts, AC or DC

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SIGHTS:

Bradley, Lewis H., W. Hartford, Conn.
Burton Arms Co., Cleveland, O.
Chestersite Mfg., Oakwood, O.

See Page 589 for Complete Address of Firms

Get ready... here they come!

Put these two new Saunder's action-toys on your counter and prepare for action! The No. 450 Stock Car shown at left, is equipped with a "revved up" friction motor the kids will go for. Made of durable, shock-resistant red plastic with contrasting decal numbers on each door, natural steel crash guard in front, aluminum sprayed grill and bumpers. Removable hood shows simulated motor underneath. Car is 8½" long, 3" wide, and 3¼" high. Individually boxed. Order No. 450.

Here's real speed and action in a toy—the Saunder's No. 700 Jaguar. Modeled after the popular Jaguar sports car, it is constructed of shock resistant red plastic. Features brand new speedy friction motor, a hood that lifts up to expose simulated motor and an exhaust opening from which sparks fly as car rolls along. Also equipped with man in driver's seat and windshield. 9" Long, 3-3/16" Wide, and 3" High. Individually boxed. Order No. 700.

Other current fast-selling profit makers in the Saunder's Line include: No. 450 Stock Car, No. 400 Hot Rod, No. 225 Police Squad Car, No. M 225 Military Police Car, No. R225 Rescue Car, No. 250 Fire Chief Car, No. 600 Battle Tank and Catapult Plane Carrier.

Saunders

TOOL and DIE CO. ★ Aurora, Illinois

the fire

(live) from your pond to your hydrant, you'll need a silt box in the pond.

This screened wooden box at the inlet to the pipe should be located about a foot above the pond bottom. Then silt will not be pulled into the pipe and clog up your line when the pumper starts throwing water.

If you can't find regular fire hydrants, you can get by with a pipe elbow with a standard fire hydrant thread.

If your pond is higher than the hydrants, be sure to get the kind equipped with a valve and drip to prevent freezing. If the hydrant is higher than the pond, the outlet must not be over 15 feet above water level.

You can see that a hydrant setup is more expensive than a barrel, but it's permanent, and brings your water supply close to where you need it.

Howard Gilmore, Worcester County, Mass., apple grower, whose place is shown in the picture, has never had a fire, but he is ready for one. He has *four* hydrants connected to his pond.

One is near his home and the main farm buildings. Another is farther up the road near the dwellings for his son and the farm workers and a huge packing shed for the 110-acre apple orchard.

Two more hydrants are in the orchard itself, where Gilmore uses them to supply spray rigs and for irrigation.

This layout—hydrants, pipe lines, silt boxes and all—cost Gilmore close to $4,500. But he values his buildings, plus the crops and equipment in them, at roughly $125,000. Savings on insurance will soon pay for his set-up.

The fire department in town has tested his hydrants, even made practice runs and hook-ups. Just the *satisfaction* of protection like this alone is worth more than the $4,500, Gilmore feels.

If you don't have a pond, you could hook up to a creek. A place outside to hook onto your water system is a possibility, too. You need a connection to a main line with a valve underground to keep the outlet from freezing.

If you want to put in hydrants, better call in someone who knows something about water systems, says Gilmore. It's a technical job. Wilson O. Hill, technician with the Soil Conservation Service, helped Gilmore.

But until you get something better, you can rig up a brine barrel or "ever-ready hole" in your pond yourself—and you can do it right now. Before the winter's over, you may be mighty glad it's there!

FAST!
Here's all the power you can use in the largest or hardest timber ...*seven* full horsepower.

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Only 56 lbs. with 20-inch blade and chain...*easy to carry anywhere.*

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This new McCulloch 7-55 has *Cushioned Power*—special internal balancing to neutralize vibration. It's *smooth* running. ...*smooth* cutting!

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The new McCulloch 7-55 gasoline-powered saw does your woodcutting for you For every kind of logging or other timber work—save time and increase your profits with a McCulloch chain saw.

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Men's fully streamlined design. Constructed from finest steel tubing. Removable seat post clamp. Built-in parking stand. Built-in mud guard and chain guard brackets, drop-out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel. 26" x 2⅛" Cord Balloon tires. Mesinger padded saddle. Finished in finest synthetic enamels in Dark Red with Ivory trim.

No. 60A10. Each **41.25**

Fully streamlined ladies' frame with [illegible] head, same as men's. Men's and ladies' front fork now stands [illegible]. Finished in synthetic enamels in Light Blue with Ivory trim.

No. 60A11. Each **41.25**

Men's completely equipped in streamlined design. With tank containing horn. Luggage carrier mounted directly to frame. Rocket-ray Headlight, self contained. Constructed of fine steel tubing. Removable seat post clamp. Built-in parking stand. Built-in mud guards and chain guard brackets, drop-out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel. 26" x 2⅛" Cord Balloon tires. Mesinger padded saddle. Finished in finest synthetic enamels in Dark Red with Ivory trim.

No. 60A8. Each **48.50**

Ladies' Model, as above, finished in Light Blue with Ivory trim.

No. 60A9. Each **48.50**

Men's De Luxe Model. Complete with spring fork. Fully streamlined frame. Finest steel tubing. Removable seat post clamp, built-in parking stand, built-in mud and chain guard mountings. New drop-out rear fork ends [illegible]. New Departure or Bendix Coaster Brake. Special embossed design tank contains horn. Rocket-ray headlight. Luggage carrier mounted directly to frame. Double bar 18" frame. 26" x [illegible] Cord Balloon tires. Mesinger De Luxe padded saddle. Sonsonite safety reflector. Finished in finest quality synthetic enamel in two-tone Red with Chrome trim.

No. 60A45. Each **56.30**

De Luxe Ladies' Model. Complete with spring fork. Fully streamlined ladies model with 5⅜" head. Finest steel tubing construction. Removable seat post clamp, built-in parking stand, built-in mud and chain guard mountings. New drop-out rear fork ends. Tubular electronic construction, no brazing. New Departure or Bendix Coaster Brake. Special embossed design tank, contains horn. Rocket-ray headlight. Luggage carrier mounted directly to frame. Double bar 18" frame. 26" x 2⅛" Cord Balloon tires. Mesinger De Luxe padded saddle. Sonsonite safety reflector. Finished in finest quality synthetic enamel in two-tone Blue with Chrome trim.

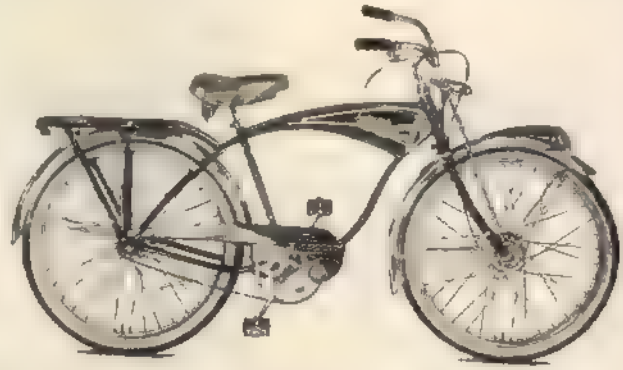
No. 60A44. Each **56.30**

New World Lightweight Model. 21" frame built from best grade one inch diameter "seamless Drawn" carbon steel tubes. Double tapered, formed-tip fork slues, forged steel crown, tapered-wall fork stems—electronic construction—no brazed joints. Schwinn one-piece crank set. Flanged sprocket, ½ pitch [illegible]. Schwinn-Built front hub, ⅛" chrome steel balls in retainers. New Departure or Bendix rear hub. [illegible] quality B Model head St. New World Tourist handlebar. Schwinn Gooseneck handlebar stem. Schwinn [illegible] Special lightweight mudguards. Special lightweight [illegible] S-6 tubular rims. 26" x 1⅜" Whirlwind tires. Schwinn Tourist saddle. Rubber pedals. Finished in finest quality synthetic enamel in Red with Ivory trim.

No. 60A6. Each **42.75**

Ladies' Model, as above, finished in Blue with Ivory trim.

No. 60A7. Each **42.75**



Men's Front Wheel Brake Model. Complete with spring fork, front wheel brake and cycle lock. Frame exclusive patented cantilever construction, fully streamlined design. Schwinn-built steel tubing, removable seat post clamp. Built-in parking stand. Built-in mud guard and chain guard brackets, drop-out rear fork ends. New Departure or Bendix coaster brake. Double bar 18" frame with 26" wheel. 26" x 2⅛" Cord Balloon tires. Streamlined luggage carrier with [illegible]. Finished in synthetic enamels in Black and Red with Chrome trim on tank. Schwinn approved saddle. Chrome mud guards.

No. 60A14. Each **65.85**

Ladies' Model, same as above, finished in two-tone Blue with Chrome trim.

No. 60A13. Each **65.85**

SCHWINN BUILT "COMPETITION BIKE"

Made to Meet the Competition on Low Priced Models now being shown—Fully streamlined design frame, Schwinn-built tubing. Solid forged steel construction fork. New Departure Bendix or Musselman coaster brake. Boy Scout handlebar. Motor [illegible] 3" wide mudguards. 26x2¼" cord balloon tires. Tropic felt padded saddle. Ruby jewel rear reflector. Baked enamel finish in light red, for boys model, girls' model in light blue.

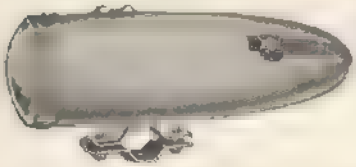
No. 60A16. Boys' Model. Each **38.95**
No. 60A17. Girls' Model. Each **38.95**

Swivel Bracket Tail Light. With Hi-Power safety lens. A smartly streamlined highly polished white enamel finish taillight. Has 1½" brilliant red lens. Its swivel bracket permits installation anywhere on fork, mudguards, frame or handlebars.

No. 50A75. Dozen **7.20**

Bicycle Headlight with crystal convex glass lens. Made of brass with white enamel finish. Auto-like streamline design. No wiring necessary, just insert a single flashlight battery and light is ready for use. Has a universal design bracket which can be attached to handlebar or fork.

No. 50A76. Dozen **7.20**



Streamlined Headlight. A complete unit with switch and bracket for attaching. Made of metal and finished [illegible] enamel. Has convex [illegible] lens and silver plated reflector.

No. 50A83. Dozen **9.00**

"Silver Metro" Bicycle Hand Horn. Mechanically Auto-Tone signal produced on both up and down stroke of plunger. White enamel finish. Mounted on a swivel bracket permits installation anywhere. Each in a box.

No. 50A16. Dozen **7.50**

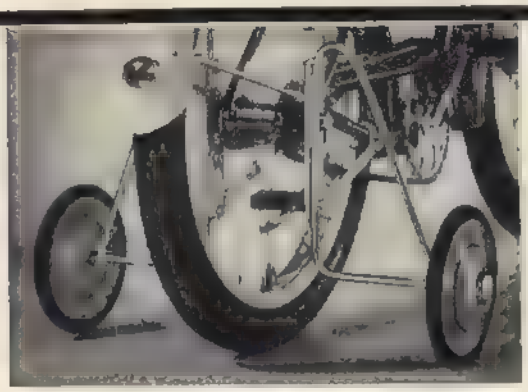
Fully streamlined frame. Constructed from finest oval steel tubing. Removable seat post clamp. Built-in parking stand. Built-in chain and mud guard brackets and drop-out rear fork ends. New Departure or Bendix coaster brake. 26"x2¼" Cord Balloon tires. Message padded saddle. Finished in synthetic enamels in Light Blue with Ivory trim for girls. Light Red with Ivory trim for boys.

BOYS' JUNIOR MODELS

With 13" frame and 20" Wheel.
No. 60A2. Each **39.25**
With 16" frame and 24" Wheel.
No. 60A4. Each **40.50**
As above equipped with tank containing horn. Fender torpedo type headlight, self contained. Without luggage carrier.
With 13" frame and 20" Wheel.
No. 60A18. Each **45.25**
With 16" frame and 24" Wheel.
No. 60A19. Each **46.00**

GIRLS' JUNIOR MODELS

With 13" frame and 20" Wheel.
No. 60A3. Each **39.25**
With 16" frame and 24" Wheel.
No. 60A5. Each **40.50**
As above equipped with tank containing horn. Fender torpedo type headlight, self contained. Without luggage carrier.
With 13" frame and 20" Wheel.
No. 60A20. Each **45.25**
With 16" frame and 24" Wheel.
No. 60A21. Each **46.00**



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TRAVIS BIKE MOTOR

INSTALL ON ANY BICYCLE IN LESS THAN 30 MINUTES

Only a screw driver and pliers needed for the installation. Mounts on front fork, away from rider. Has 4 self adjusting thumb screw clamps.

HOW IT WORKS. Direct drive onto front tire by SPECIAL DRIVING STONE. No slipping, no excessive wear. No belts, pulleys or gears. To engage or disengage motor simply push down or lift the special fender. For European and front spring type bikes replace present fork with standard balloon tire fork. MOTORCYCLE TYPE CONTROL—With a slight turn of hand on the handle bar, [illegible] control the motor. Speeds of 5 to 25 mph with SAFETY [illegible] RPM. COMPRESSION RELEASE MECHANISM. By turning gas completely off, compression of engine is automatically released. This makes pedaling to start engine simple and with a minimum of effort without any clutch needed for starting or stopping. MORE QUALITY FEATURES—1-Horse Power, 2 cycle multifinned engine. Aluminum Cylinder with cast iron sleeve. Ball bearing construction. Self contained magneto. Hot spark for fast start. Auto type carburetor. ECONOMICAL—Over 150 Miles Per Gallon. 5 TO 25 SAFE MILES PER HOUR. TOTAL WEIGHT—Only 17 lbs. Permits bike to be carried easily.

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Including All Attachments for Balloon Tire Bikes

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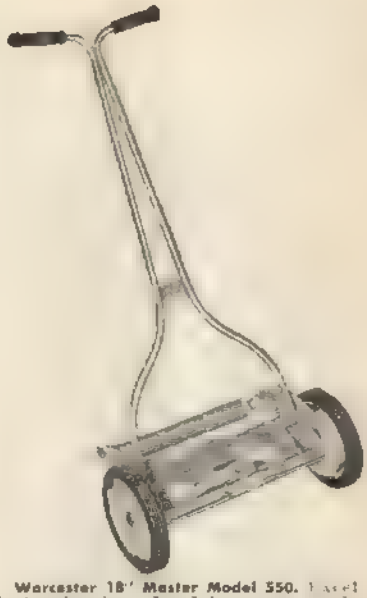
ALL REPLACEMENT PARTS ARE AVAILABLE IMMEDIATELY

LAWN MOWERS

Vollrath Roto-Power Mower. Rotary type lawn mower with full 16" cut. Mows lawns beautifully or will [illegible] the toughest [illegible]. Exclusive [illegible] events "digging in". Trims right up to trees, sidewalks, shrubs, fences or posts. All steel construction; tubular steel handle with rubber grips. Ball-bearing rubber tired wheels. Lightweight [illegible] 1/2 HP, two cycle engine. Shipping weight [illegible] lbs. Ret[illegible] from Wisconsin factory.)
No. 4R21. Each. 58.76

Vollrath Roto-Power Mower. Rotary blade power mower with full 21" cut. For home or farm use, will mow high or low grass, weeds or bushes. Completely maneuverable, designed to prevent "digging in". All steel construction, tubular steel [illegible] with rubber grips, ball bearing rubber tired wheels. Treated [illegible] engine eliminates belts and pulleys. Available in [illegible] HP gas engine. Most [illegible] parts [illegible] hardened for insure safety. Non-rusting colorful finish. Three adjustable cutting lengths; 1", 2" and 3". Shipping weight 64 lbs. Retail 110.50. (Shipped from Wisconsin factory.)
No. 4R22. Each. 87.82

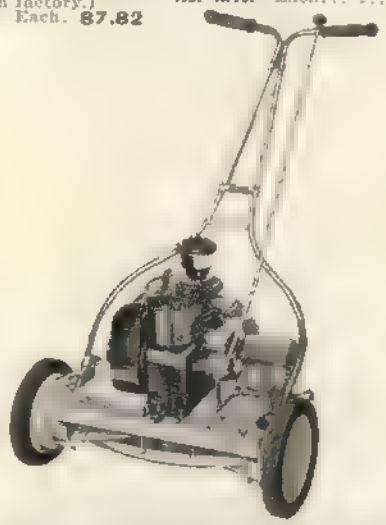
Worcester 16" Windsor Model 350. Designed to meet the large demand for a durable, dependable lawn mower at a low cost. Specifications: 6" reel with 5 blades riveted to [illegible] cutter heads. Precision [illegible] hardened steel bearings and cones easily adjusted. [illegible] shock resistant one piece [illegible] cutter bar knife. Precision brace of ⅝" diameter solid steel rod. Iron side plates, solid cast iron wheels cushion rubber ribbed tread tires. One piece hardwood roller. Handle of selected hardwood, varnished. Cutting width 16". Cutting height adjustable from ⅝" to 1¼". Shipping weight 41 lbs. Retail 18.10.
No. 4R10. Each.... ....13.70



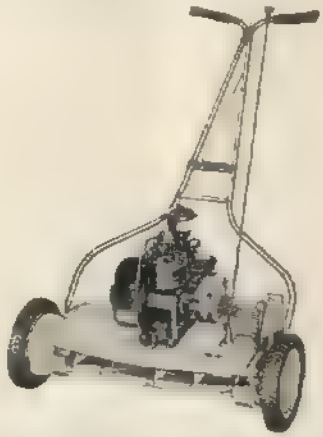
Worcester 18" Master Model 550. Excellent value in a hand lawn mower designed for those who seek the utmost in quality at a moderate price. Specifications: 6" reel with 5 high carbon steel blades "Sta-Temp" hardened and tempered, [illegible] cutter heads. Precision ground hardened ball bearings. Shock resistant steel cutter bar knife, "Sta-Temp" hardened. 1⅜" stainless steel tube front brace. Precision machined iron side plates, solid cast iron wheels with 10" semi pneumatic rib tread tires. 2¼" diameter hardwood roller. Tubular steel handle with rubber grips. Two-tone baked enamel finish. Cutting width 18". Cutting height adjustable from ⅝" to 2". Shipping weight 49 lbs. Retail 29.35
No. 4R11. Each 20.70

Worcester 16" Master Model 550. Same as above in 16" cutting width. Shipping weight 47 lbs. Retail 27.75
No. 4R15. Each. 19.60

Worcester Dyna Master Model 700. The perfect [illegible] lawns [illegible] small lawns. Specifications: 6" reel with 6 "Sta-Temp" hardened blades riveted to 4 steel cutter heads. All [illegible] Timken roller bearings. Hand controlled clutch with adjustable tight and loose V belt. Heavy duty roller chain; cut steel sprockets. [illegible] conveniently located [illegible] operators [illegible] grass guards prevent grass winding around ends of [illegible] plates with [illegible] wheel axles [illegible] wheels with extra [illegible] semi pneumatic tires with ribbed treads [illegible] rim [illegible] rust proof cutter bar knife of hardened steel [illegible] hardwood roller 2¾" [illegible] floating handle; selective operating height. Two tone baked enamel finish. Cutting width 18". [illegible] Cutting height adjustable from ⅝" to 1¾". Self propelled. Complete [illegible] equipped with [illegible] portable cord [illegible] 110 volt electric motor [illegible] overload cut off switch. Shipping weight 112 lbs. Retail 101.70.
No. 4R16. Each 78.95



Worcester 18" Power Master 750. The leading gasoline power mower in the popular price field. Features light weight high maneuverability and narrow cut; the perfect solution to the problem of mowing small lawns. Specifications 6" reel with 5 "Sta-Temp." hardened blades riveted to 4 steel cutter heads. Adjustable cutting Timken roller bearings. Hand controlled clutch with easily adjusted tight and loose V Belt. Throttle and [illegible] Engine [illegible] constant speed [illegible] 3 [illegible] per hour [illegible] grass guards prevent grass winding around ends of [illegible] plates with steel wheel axles [illegible] wheels with [illegible] rim [illegible] tires with [illegible] tread [illegible] hardened steel cutter bar knife 3 section hardwood roller. Free floating [illegible] selective [illegible] Two [illegible] Cutting [illegible] adjustable from [illegible] 1 HP 4 cycle Briggs and Stratton engine. Shipping weight 107 lbs. Retail 11[illegible].
No. 4R9. Each.. .. ..87.05



Worcester 21" Shear Master Model 900. Top quality gasoline power mower, unmatched for ease of operation, brilliant performance and long lasting reliability. Specifications 6" reel with 5 "Sta-Temp" hardened blades double riveted to 5 steel cutter heads welded to ⅜" solid steel shaft. [illegible] Timken roller bearings in reel; oil impregnated bronze bearings in wheels and drive shaft. Hand control [illegible] with adjustable tight and loose V Belt. ½" roller chain; cut steel sprockets. Chain and sprockets completely [illegible] Cutting [illegible] Shear [illegible] grass guards prevent grass winding around ends of roll [illegible] axles [illegible] wheels with [illegible] semi pneumatic tires [illegible] tread [illegible] 1.3/8 x 1.7/8 Cutter bar and underknife made of 2 piece rolled lip steel hardened and tempered. Free floating [illegible] with [illegible] Two tone baked enamel finish. [illegible] Cutting height adjustable from ¾" to 2¾". 1.6 HP 4 cycle Briggs and Stratton engine. Shipping weight 140 lbs. Retail 241.1
No. 4R14. Each.....108.30

You get MORE with SCOTT-ATWATER!

FULL SHIFT ON FOUR MODELS!

5, 7½, 10 and 16 HP—Take your pick

REVERSE, NEUTRAL, FORWARD - that's Scott-Atwater's Full Shift. And it's yours on just about any size motor you want - from a light "5" to a big "16."

With the Full Shift, you back up by shifting to Reverse - not by swinging the motor around. Want to stop without turning off the motor? Just shift to Neutral. Shift again, and you're on your way.

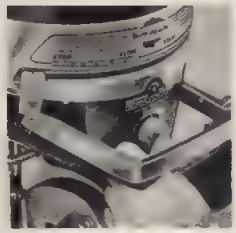
Best of all, you can count on Scott-Atwater every time. It's built to aircraft engine standards for sweet and steady performance, for years of dependable operation.

So ... choose your next outboard from America's most complete fleet of Shift motors. Get more than you ever expected - get a Scott-Atwater! Look for your dealer's name in the Yellow pages of your phone book.

Scott-Atwater
SHIFT OUTBOARDS

FREE! FULL COLOR CATALOG. Write now to Dept. 45 Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn.

Also available: 1-12 NON-SHIFT, a rugged 3.6 HP SINGLE.



3-IN-1 CONTROL. You push this knob to choke the motor, turn it to tune the carburetor, close and push it to drain the carburetor. Single Knob Control is a wonderful convenience ... a Scott-Atwater exclusive!

FROM 8 TO 80 - everyone finds it easy to handle a Scott-Atwater. No fussing with a gas valve and air vent because they open and close automatically. Another exclusive feature!

STEP OUT FAST...or c-r-e-e-p along at a mile an hour. Four Scott-Atwater Shift models to choose from: 16 HP 1-30 Shift....10 HP 1-25 Shift.... 7.5 HP 1-20 Shift....5 HP 1-16 Shift.

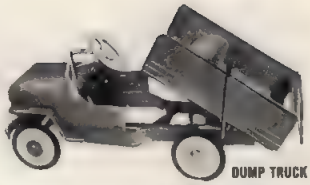
Horsepower certified by OBC

FULL SIZE . . . PEDAL OPERATED

Action Toys

IF IT'S Sherwood IT'S GOOD

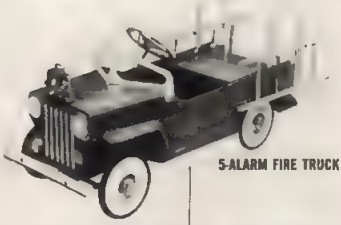
by



DUMP TRUCK

BIGGEST VALUE ON THE MARKET

The Sherwood Line of Speed Toys is especially designed for sustained sales volume. They're sturdy, colorful, realistic and at today's low, low prices give you a full profit-margin. Write for new pre-war price list and free literature.



5-ALARM FIRE TRUCK

IDEAL FOR CHILDREN FROM 3 TO 6

UNUSUAL CONSTRUCTION FEATURES—

heavy gauge steel throughout . . . ball bearing rear axle . . . large rubber tired wheels . . . radio antenna . . . front and rear bumpers . . . clear ringing bell . . . noise making machine gun . . . lasting baked enamel finish . . . perfect proportions . . . sizes approximately 16x41x21.

SHERWOOD TOYS CO., INC.
WALDEN, NEW YORK

ARMY JEEP

NEW in '52!

AIR FORCE JEEP

HOT ROD

NEW YORK SHOWROOM

See the complete Sherwood Line of Action Toys at our permanent display; room 659, 200 Fifth Avenue Building.

SILEX®

THE LINE THAT'S BIGGER AND BETTER THAN EVER

COFFEE MISER: Popular new 2-4 cupper. Other 2 to 8 cup models red, yellow, black trim.

CARAFE—A 12 cup with stopper and table mat. Gold stripes, black vinyl, complete with cork insulator.

ELECTRIC STOVE—New Delray automatic heat. Sold with or without coffeemaker—fits all models.

COFFEEWARMER—Keeps coffee hot by candlelight. Chrome and crystal—ideal low cost gift.

NEW PARTS BOARD—Self-selling display makes you headquarters for profitable Silex parts business.

FRESHERATOR—The ONLY home refrigerator container that KEEPS food fresh. Best seller.

SICKLE—Mixer and storage container for frozen orange juice, milk shakes, etc. Pyrex glass, flavor-seal top.

STEAM IRON—Lightest steam iron—only 2¼ lbs.! Other exclusive features—biggest value in the field.

CARAFE AND COFFEEWARMER—Newest Silex duo! A "natural"...destined to be one of your top gift items.

"SILEX"—the name everyone knows—means saleability in housewares. Concentrate on this dependable source for bigger profits in 1952. Get complete information from your distributor or write us.

The **SILEX** *Company*
Hartford 2, Connecticut

HOSTESS COFFEE SERVICE—Perfect gift set—8 cup Coffeemaker, Sugar, Creamer, Serving Tray.

64 instead of 40 cups from every lb.!

That's good news in these days of high coffee prices! Silex advertising is showing coffee drinkers how to get 24 extra cups of *better* coffee from every pound. Big ads in LIFE backed by other strong national advertising mean more business for you!

SIMPLEX BALL BEARING SCREW JACKS

The drop forged steel cap rides on a chrome molybdenum steel ball, which rests on a hardened steel thrust washer. Frame of refined gray iron with a flared and reinforced base. Forged steel screw is exposed at the hand hole, so user can see how high load can be raised safely. The ball in the head reduces friction and increases power.

Size, ins.	Height closed, ins.	Operatable rise of screw, ins.	Capacity tons	Weight ea., lbs.	Each
1¼x 6	10	4	10	10	$ 6.50
8	12	6	10	12	6.75
10	14	8	10	15	7.75
1½x 8	12¼	5¾	12	14	8.60
10	14¼	7¾	12	17	9.60
12	16¼	9¾	12	21	10.60
1¾x10	14¼	7¼	16	22	11.70
12	16¼	9¼	16	26	13.00
2 x10	14¼	7	20	20	13.60
12	16¼	9	20	30	15.50
14	18¼	11	20	36	17.00
2½x12	17	8¼	24	44	22.00
14	19	10¼	24	51	25.00
16	21	12¼	24	55	27.00
18	23	14¼	24	64	30.00

Loose

TRIP OR TRACK JACK

Barrett's

Compound lever and double acting, raising the load half a notch on both upward and downward stroke of the lever, load can be instantly dropped from any elevation by means of trip at side of lever socket. Constructed of malleable iron and steel, all working parts machined, fitted with steel socket lever. With wood handle.

Number		1D
Capacity, tons		15
Height, inches		22
Raise, inches		13
Weight each, lbs.		60
Weight of handle, lbs.		5
Each		$56.00
Extra Handles	Each	5.00

Loose.

AUTOMATIC LOWERING JACKS

Barrett's

SINGLE ACTING TYPE

Constructed of malleable iron and steel, all working parts machined. Easy operation is secured in these ruggedly built jacks by use of a large number of small teeth on the lifting rack. The effort required on the lever is reduced so greatly that the strokes can be made very quickly, hence the lift is very rapid. A completely enclosed oil-tempered spring actuated mechanism assuring smooth, safe, automatic lowering at all times. All working parts are fully enclosed and protected from dirt. Each with a hardwood handle.

Adapted to every lifting requirement coming within its capacity.

Number		516MT
Capacity, tons		5
Height, inches		16
Raise, inches		9½
Weight each, lbs.		32
Weight of lever, lbs.		8
Each		$37.00
Extra Handles	Each	$ 5.00

Loose

Equipped with convenient carrying handles. No. 1022 has double socket lever which aids operation in close and cramped quarters.

Nos.	1022	1522	1528
Capacity, tons	10	15	15
Height, inches	22	22	28
Raise, inches	12½	12¼	18
Weight each, lbs.	60	78	91
Weight of lever, lbs.	5	10	10
Each	$55.00	$62.00	$84.00
Extra Handles for above			Each 5.00

Loose

HYDRAULIC JACKS
Hein-Werner

All tested at 1½ times rated capacity, have large sled bases, cannot be lowered accidentally, are leak proof and can be used horizontally

An ideal hydraulic jack for every car owner, including models with knee action wheels.

Easily positioned with long 26-inch pin-locked handle fitting into balance-centered socket No awkward tilting of jack when being positioned or removed. Double lifting column.

Model No.	**E1.7F**
Capacity, tons	1½
Height lowered, ins.	7
Height raised, ins.	12¼
Total lift, ins.	5¼
Weight each, lbs.	9
Each	$10.65

Twelve in a case.

For light delivery trucks, speed wagons.

Model No.	**E3.9A**
Capacity, tons	3
Height lowered, ins.	9
Height raised, ins.	15 9/16
Total lift, ins.	6 9/16
Weight each, lbs.	20
Each	$20.15

Loose.

HYDRAULIC JACKS
Hein-Werner

All tested at 1½ times rated capacity, have large sled bases, cannot be lowered accidentally, are leak proof and can be used horizontally

For medium trucks, buses and shop use.

Model No.	**E5.9A**
Capacity, tons	5
Height lowered, ins.	9
Height raised, ins.	18¼
Total lift, ins.	9¼
Weight each, lbs.	24
Each	$22.35

For heavy trucks, motor coaches and shop use. No. E12.9A has side handle.

Model Nos.	**E8.9A**	**E12.9A**
Capacity, tons	8	12
Height lowered, ins.	9	9
Height raised, ins.	19⅝	17¾
Total lift, ins.	10⅝	8¾
Weight each, lbs.	27	37
Each	$27.25	$35.10

For extra heavy duty trucks, buses and shop use. Also for axle straightening, bending and industrial use.

Model No.	**20.10AA**
Capacity, tons	20
Height lowered, ins.	10
Height raised, ins.	16¼
Total lift, ins.	6¼
Weight each, lbs	40
Each	$58.10

Loose.

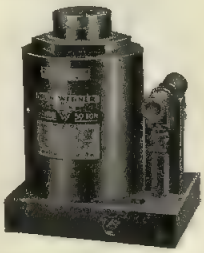
HYDRAULIC JACKS
Hein-Werner

All tested at 1½ times rated capacity, have large sled bases, cannot be lowered accidentally, are leak proof and can be used horizontally.

For lifting heavy loads, moving machinery, bending rods and pressing bushings. Tandem pump. Steel base drilled to permit pressure gauge attachment

No.	**30.11AA**
Capacity, tons	30
Height lowered, ins.	11
Height raised, ins.	18
Lift, ins.	7
Weight each, lbs.	71
Each	$106.65

Loose.



Same as above.

Nos.	**50.12AA**	**100.12AA**
Capacity, tons	50	100
Height low, ins.	12	12
Height high, ins.	19	18½
Lift, ins.	7	6½
Weight, each, lbs.	124	225
Each	$167.15	$364.80

Loose.

GENERAL PURPOSE JACK
Barrett's

Single acting, sturdily built but extremely light, hinged base permits safe operation at an angle. Swivel top. Head designed to hold ⅝ inch chain for tank cars, pulling pipe, etc. May also be used as straight lifting jack or with claw or foot lift. Foot lift or claw provide half of rated capacity. Handy double socket. Furnished with steel operating lever, 5 feet of ⅝ inch chain and special steel claw.

Number	1523
Capacity, tons	15
Height, inches	22½
Raise, inches	12½
Weight each, lbs.	87
Each	$105.00

Loose

SIMPLEX EMERGENCY JACK
Automatic Lowering
SINGLE ACTING

Pivoted base permits jack to be tilted for pushing, shoving or pulling. Two-way lever socket for use when the jack is operated at any angle. "V" notch on cap engages corner of any timber or bites into flat or round wooden surfaces. Equipped with five feet steel chain, auxiliary shoe of forged alloy steel and a five foot steel lever bar that is chisel-pointed and heat-treated. Factory number on this jack is 310.

Number	310A
Capacity, tons	15
Height, inches	22¼
Lift, inches	13
Wt. complete, lbs.	102
Each	$105.00

Loose

SIMPLEX INDUSTRIAL AND CAR JACK
Automatic Lowering
SINGLE ACTING

For use in the service of contractors, industries, street railways, oil drillers, fleet owners, etc. Double socket for use in close or cramped quarters. Furnished with 5 foot steel lever bar.

Number	22
Capacity, tons	10
Height, inches	21½
Lift, inches	12
Wt. ea., lbs.	59
Each	$54.00

Loose

SIMPLEX MINE AND INDUSTRIAL JACKS
Automatic Lowering
SINGLE ACTING

Designed for handling coal-cutting equipment, mine machines, rerailing mine cars, also for contractors, agricultural machinery, tractors and industries. Equipped with steel lever bar.

Number	35A
Capacity, tons	5
Height, inches	17
Lift, inches	10
Weight each, lbs.	30
Each	$37.00

Loose.

AUTOMOBILE JACKS
Duff-Norton Universal

Stamped steel base and top. Scissors type action. Eight side arms have interlocking teeth. Steel handle folds once for storage.

Number	407
Capacity, lbs.	2000
Height lowered, ins.	4
Height raised, ins.	12½
Total lift, ins.	8½
Weight, each, lbs.	3
Each	$7.95

Loose.

Hein-Werner Hydraulic

Raises all cars with a rigidly attached bumper. Wide tapered hook grips bumper firmly. Also fits bumper slots on late model cars.

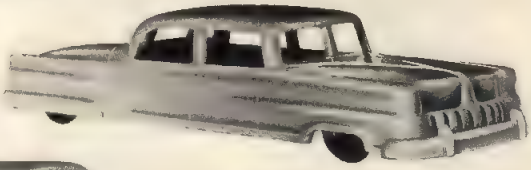
Number	V120
Capacity lbs	3000
Hook height low, ins.	8¼ to 18¾
Extreme height, ins.	35½
Lift, ins.	16¾
Weight each, lbs	19
Each	$14.90

One in a box, complete with handle

1952's big sellers by

WANNATOY

BREAKFAST CLUB W-406—Suggested retail $1.00. 16 colorful items attractively packaged to appeal to girls. Packed 2 doz. to a carton. Approx. wt. 10 lbs.

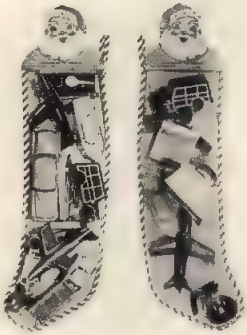


1952 STREAMLINER W-51 —Suggested retail 10c. It's the newest Wannatoy list. Sturdy plastic in assorted bright colors—5⅞" long x 1⅛" wide x 1⅝" high. Packed 12 per chipboard carton. 1 gross per shipper. Approx. wt. 10 lbs.

STATION WAGON W-110 — Suggested retail 10c. Newest fast mover in the Wannatoy line —in 3 assorted colors. 3¾" long x 1¾" high x 1⅝" wide. Packed 1 gross to a carton. Approximate weight 27 lbs.

ASSORTMENT STOCKING X-1b—Suggested retail $1.00. Assorted colorful Wannatoys packaged in a transparent stocking. All movable items designed especially for boys. 9¾" x 21". Packed 2 doz. to a carton. Approx. wt. 10 lbs.

ASSORTMENT STOCKING X-1g—Suggested retail $1.00. Assorted colorful Wannatoys packaged in a transparent stocking. All movable items especially attractive for girls. Packed 2 doz. to a carton. Approx. wt. 10 lbs.



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DILLON-BECK MFG. CO. HILLSIDE, NEW JERSEY

NATIONAL SALES REPRESENTATIVE

SMITH-BENNY SALES COMPANY
11 W. 42nd STREET, NEW YORK 18, N. Y.

Novelty Western Holster and Pistol Sets

No. 2572 — Kit Carson Double Holster Set. Holster made in assorted black, red and ivory color polythene molded in one piece with pebble effect finish and embossed western design. Has contrasting color wide plastic belt with nickel plated buckle. Decorations consist of colorful jewels and nickel plated studs. Complete with two genuine Kilgore "Kit Carson" repeater cap guns. Each set in a box.

Per set **$3.60**
Per dozen sets **$41.00**

No. 2576—Western Design Double Holster Set. Beautiful golden russet color grained leather with white overlay design profusely decorated with sparkling jewels, and chrome plated nailheads. Holsters have two chrome plated conchas with steerhead designs. Complete with nickeled western design buckle, leg strap, wooden bullets and "Kit Carson" repeater cap guns. Each set in a box.

Per set **$5.40**
Per dozen sets **$61.50**

No. 2564 — "Buck" Double Holster Set. Molded one piece Polythene, with pebble grain to simulate leather in assorted red, black and ivory colors with contrasting colored plastic belt having nickel plated buckle. Features colorful jewels and nickel plated studs. Complete with two "Buck" genuine Kilgore single shot cap guns.

Per set **$2.15**
Per dozen sets **$24.50**

No. 2576 — Western Design Double Holster Set. Made of genuine leather in black with white overlay design edging and red wooden bullets. Embossed with authentic symbols decorated with rustproof studs, assorted colored sparkling jewels and leg straps. Removable holsters. Complete with two "Kit Carson" repeater cap guns. Each set in a box.

Per set **$4.25**
Per dozen sets **$49.50**

No. 2562—Western Design Double Holster Set. Attractive black color genuine leather heavily embossed with western designs, white leather steerhead overlay, rustproof studs, red jewels and wooden bullets and white plastic binding. Complete with two "Kit Carson" repeater style cap guns. Each set in a box.

Per set **$2.75**
Per dozen sets **$31.50**

No. 2563—Western Design Double Holster Set. Removable type holsters on a wide belt made of genuine leather in black color with white leather overlays, embossed designs, rustproof studs and assorted colored jewels. Attractive white plastic bindings and red wooden bullets. Complete with two repeater style "Kit Carson" cap guns. Each set in a box.

Per set **$3.60**
Per dozen sets **$41.00**

No. 2562—"Kit Carson" Single Holster Set. Be "fast on the draw" with this holster set. True Western design with attractive deep embossing and colorful jewels and nickel plated studs. Made of one-piece molded Polythene, a tough pliable plastic, in assorted red, black and ivory colors with contrasting plastic belt and nickel plated buckle. Complete with a "Kit Carson" genuine Kilgore repeater cap gun.

Per set **$1.60**
Per dozen sets **$17.50**

No. 2577—Western Design Double Holster Set. Genuine leather detachable holsters with 2¾-inch wide belt in beautifully grained brown leather, heavily adorned with white leather overlays, leg straps, brass nailheads and sparkling jewels. Belt has fine looking stamped design brass buckle. Complete with "Kit Carson" repeater cap guns. Each set in a box.

Per set **$4.75**
Per dozen sets **$54.00**

No. 2558—"Buck" Single Holster Set. This popular holster is made of Polythene, a pliable tough plastic in assorted black, red and ivory colors with contrasting colored plastic belt with nickel plated buckle. Pebble grain surface looks like leather, having Western embossed design and colorful jewels and nickel plated studs. Complete with a "Buck" genuine Kilgore single shot cap gun.

Per set **$1.35**
Per dozen sets **$14.50**

YEAR 'ROUND PERFORMER

To Sports-wise players, athletes and coaches, the Spalding trademark signifies "the real thing."

SPALDING

SETS THE PACE IN SPORTS

Sun Athletic BALLS

S Quality

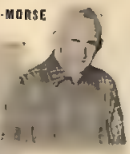
Sun 88	**SUN 88 BASKETBALL** No better ball at any price. Super Vita-Weld construction. Sunite cover. Top durability.	**CHECK THESE TWO IMPORTANT FEATURES**
Sun 77	**SUN 77 BASKETBALL** Outstanding for performance. Super Vita-Weld construction. Sunite cover. For league play.	**SUN 77 FOOTBALL** Official in size, weight, performance. Super Vita-Weld construction Sunite cover. Outstanding.
Sun 66	**SUN 66 BASKETBALL** Outstanding for durability. Super Vita-Weld construction Sunite cover. Popular school ball.	**SUN 66 FOOTBALL** Unusually durable. Official in size, weight, performance. Super Vita-Weld, Sunite. For schools.
Sun 55	**SUN 55 BASKETBALL** Excellent low-priced ball. Super Vita-Weld construction. Sunite cover. Strong, well-balanced.	**SUN 55 FOOTBALL** Super Vita-Weld construction and Sunite cover in a low-priced ball. Official S., W., P.
Sun 44	**SUN 44 BASKETBALL** Official size and weight. Bladder and cover laminated together for durability.	**SUN 44 FOOTBALL** Official size and weight. Reinforced laminated construction. Superior performance, durability.

S-651-25A

"SEEDS AND SPARK PLUGS HAVE MUCH IN COMMON"

SAYS MR. DICK McKENNA OF FERRY-MORSE

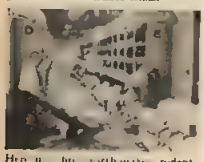
Threshing garden peas with special harvesting equipment, designed by Ferry-Morse, and built to their specifications.



Mr. Dick McKenna, Superintendent of the Ferry-Morse Seed Co.'s headquarters ranch at San Juan Bautista, California.

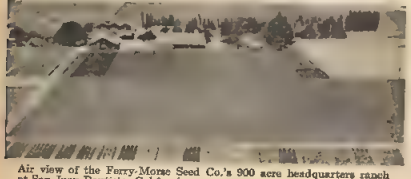
Gilbert Bentley, scientist at Oakview trial grounds near Rochester, Michigan, records cucumber trials.

A self-propelled vine seed thresher designed by and built for Ferry Morse, threshes Zucchini Squash



Here in the earthquake rodent proof vault are stored Ferry Morse's irreplaceable foundation stocks.

John McCrae, Supt., and John Moran, Asst. Supt., record cabbage trials at Salinas (Cal.) trial grounds.



Air view of the Ferry-Morse Seed Co.'s 900 acre headquarters ranch at San Juan Bautista, California.

Founded in 1856, the Ferry-Morse Seed Co., has grown in fame until today its name is known throughout the world as a symbol of quality seeds.

At San Juan Bautista, California, Ferry-Morse operates 900 acres devoted exclusively and intensively to scientific growing of seed stocks. In addition, Ferry-Morse operates 430 acres of seed breeding stations and trial grounds in California, Florida, Idaho and Michigan, and uses over 40,000 acres of growing grounds in twenty states.

Quality control—testing, breeding, checking for trueness to type—and experimental work towards new strains and types are all part of the exacting routine.

Mr. Dick McKenna, Superintendent at San Juan Bautista, says, "As I see it, spark plugs are very much like seeds. Each starts and sustains a vital function. The better the seed, the better the results and the better the spark plug, the better the performance.

"We use a wide variety of power equipment in running our farm on strict schedule. These cars, trucks, tractors and special farming machines are equipped with Champion Spark Plugs—exclusively. We have found that, year in and year out, Champions give us the ultimate in spark plug performance, economy and dependability."

Dependable

CHAMPION

SPARK PLUGS ARE WELL WORTH ASKING FOR— BY NAME

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Seagoing

RADIOTELEPHONE ANTENNA

• FEATURES

- Overall length 19
- Top loaded for more power
- Double hinged base
- Mounts on any surface
- Easily lowered in 3 seconds
- No telescoping joints to jam or slip
- ¼" thru bolts for all connections
- No threads in insulators to strip
- Rigid 1½"—61ST tubing
- No whipping in rough seas
- Anodized and zinc chromated to prevent corrosion
- Beautiful enamel finish
- Popular deck colors to match C C Blue B Green S. Buff and Black
- All hardware furnished chrome plated
- 6' extension kit available for higher output

NOTE: THIS ANTENNA, ORIGINATED BY THIS COMPANY, HAS BEEN WIDELY COPIED. MAKE SURE YOU GET THE GENUINE IMPROVED TLA18-A AT ONLY $59.50

RAY JEFFERSON, INC.

Manufacturer Communications Equipment

40 East Merrick Road, Freeport, L. I., N. Y.

SAIL IN '50

(*Continued from page 56*)

South American nitrate trade, out and back around the Horn. After World War I, during which period she was laid up at Santa Rosalia, Mexico, the Hans was taken over by the British Government. Later she was towed to San Francisco to become a part of the Robert Dollar Company fleet. However, a slump in shipping prevented her from sailing under her new house flag, and she stayed inactive for another eight years. In 1937 when she changed hands again, her towering rig was cut off completely, a house built over her main deck, and, re-named Tango, she became a gambling barge anchored off Long Beach, California. The law eventually closed her down, and once more she was laid up.

Abundance of Marine Growth

In 1941 when there was a shortage of shipping, Tango was re-rigged as a six-masted baldheaded schooner. When she was dry-docked for the first time in eighteen years, about forty tons of marine growth were removed from her underbody. In 1942 the huge schooner, the eighth largest fore-and-after ever to have sailed, made her first passage under sail in twenty-eight years, carrying 3,000,000 board feet of Oregon pine to Cape Town by way of Cape Horn. She was 103 days at sea. Her freight income had been close to $250,000; her refit had been $100,000, but extremely high crew wages cut all profit. Her American owners were glad to get rid of her in 1943 when Portuguese buyers appeared on the scene. At the time she was at Durban, her new owners sailed her to Lorenco Marques

In 1944 she again changed hands but not flags. After a long delay, she loaded coal for Lobito. A storm drove her into Durban for repairs. On her way again, a second gale sent her into Cape Town, anchoring there December 30, 1945. Five months later a steamer towed her to Lobito. In August the same steamer towed her to Lisbon. She never went to sea again. In 1948 she was sold at auction, and soon after was dismantled; in 1950 her remains were sold to the ship breakers

Old-Timers Destroyed

On the far side of the world, two old-timers were destroyed. The former iron bark Lutterworth, built as far back as 1868 at Hartlepool, England, was one of these. A speedy little vessel of 883 tons, she was once part of the well-known Shaw, Savill Line. For thirty years she traded between the United Kingdom and New Zealand. Her sailing days ended in 1906 when she was dismasted in Cook Straits. Abandoned by her crew who had been rescued by a steamer, the drifting hulk was picked up by a tiny coaster which towed her in to port. Used as a hulk in Wellington Harbor since then, she was sunk off the port by Royal New Zealand Air Force planes on June 26 when her tired old hull was of no further service. Another windjammer, this one sunk by the Royal Australian Air Force on June 7, was the Bankfields, last of the Freemantle hulks. Launched as the 859-ton iron bark James Beazley in Sunderland, England, in 1876, she was owned in Liverpool for many years. Later she was in trade between New Zealand, Australia, and South Africa. She had been a hulk since 1910.

Several other former sailing ships were removed from the records on our West Coast. The Canadian barge Homeward Bound was scrapped by the Puget Sound Bridge & Dredging Company in Seattle during November. A 2000-ton ship, she had been built as the Zemindar at Belfast, Ireland, in 1885 for the Brocklebanks to be used in the Calcutta jute trade When Brocklebank gave up sail for steam, she went under the German flag as the Otto Gildermeister. After dismasting in 1901, she was re-rigged in San Francisco as a bark. With the cost of repairs so high, she was able to come under the U. S flag. Her new owners, Hind, Rolph & Company, renamed her Homeward Bound Eight years later she became a part of the Alaska Packers fleet as the Star of Holland. For the next two decades she made the annual run north

RELAX and PLAY the SPEED LINER WAY

REG. U. S. PAT. OFF.

Styled and Designed for Comfort and Speed with Safety

● No other make of boat can surpass SPEEDLINER 3-year performance record:
17 National CHAMPIONSHIPS and records in Classes J, A, B, D, E and F — and the 1952 models are faster and better!
3-Time Winner of the Winnebago Marathon and Missouri River Marathon.
SWEEPSTAKE WINNER—Colorado River, Top-O-Michigan, Lake-of-the-Ozarks, Greenville-Vicksburg Marathon.
Classes A, B, D and E—70 mile Missouri River.
Classes B, C & D Lake-of-the-Ozarks; B, C, D & F 105-mile Greenville-Vicksburg; A, B and D Top-O-Michigan; Class D—Albany to New York, Marathons.
11 UTILITY MODELS—J thru F. Limited number of hydroplanes available for 1952.

JON CULVER driving Class B SPEEDLINER New 1952 model M-510 Corsair allows speeds close to 50 m p h.

Five passenger, 14 foot "TROPHY." Plenty of room for all for fun!

Yes, now you can own a pleasure boat with the strength and stamina... and *speed*... of a marathon racer! Now the whole family can enjoy outings in perfect comfort and safety.

SPEEDLINERS... precision built throughout... are outstanding in appearance, seaworthiness and performance. Their sound construction of finest materials means long service, low upkeep. 25 sleek models to choose from... one for every boating need!

Famed far and wide for their comfort and safety as the most popular family pleasure boat, the new SPEEDLINER models are improved for 1952. *Write today for complete information, literature, prices, performance data.*

GENERAL MARINE COMPANY
Dept. 417, Sixth & Oak St., St. Joseph 14, Mo.

SPEED LINER
Fishing Boats and Runabouts

Hundreds of trophies... and always a SPEEDLINER! Bob Meyer has been a leading competitor for 24 years! Bob says: "I've run the 1952 Speedliners—they are terrific."

4 Boat Kit Models. If you wish to have fun building your own boat, send for information on our kit models. Model shown is our 12 ft. KB-12 Standard.

If the same arrangements can be made which prevailed in 1948, shipping boats from Portugal to the U. S., via Portuguese ships, should be very much less than the rate mentioned above for Finland. The same should apply to Stars being sent from the U. S. direct to Lisbon.

The Miami Sunshine Regatta will be held on Biscayne Bay, Florida, on January 5 and 6, 1952, one race Saturday afternoon and two on Sunday. This is an open regatta, the season's feature event in this area, sponsored jointly by the Biscayne Bay Fleet, the three yacht clubs of the immediate area, and the City of Miami. All Star skippers are welcome. Further details concerning entries may be obtained from J. P. Ingle, 2660 S. W. 34th Avenue, Miami, Florida.

The 1952 Comet National Championships will be staged at the Corsica River, Maryland, Yacht Club on September 5-7.

January 18 is the date for the annual meeting to be held at the Empire State Club, Empire State Building in New York. A class dinner will follow.

☆ ☆ ☆

INFORMATION ON MARINE METAL PROBLEMS

A technical consultation center on metal problems such as corrosion resisting, non-magnetic, and high strength alloys is offered at this year's International Nickel Company display at the Show. Naval architects, builders, and yachtsmen will find answers to many questions about selection and preservation of marine metals during the present period of emergency.

Due to government restrictions, only boats that are essential to defense, such as naval vessels and commercial fishermen, can obtain the high nickel alloys such as Monel. But the exhibit shows basic applications for all marine and motor boat uses, including corrosion-resistant fuel and water tanks, constructed in accordance with National Fire Protection Association recommendations.

Although the annual exhibit of propeller shafts from Gold Cup winning, 160 m.p.h. racers like Slo-Mo-Shun IV and V are missing this year, the type of ring-toothed shank, corrosion-resistant nail which fastened the craft so firmly that not even the varnish cracked, is on display.

PARAGON'S 50TH ANNIVERSARY

This year marks the fiftieth anniversary of the Paragon Gear Works, Taunton, Massachusetts.

This half-century of service to the marine industry has seen Paragon pioneering many improvements and developments to keep pace with the increasing speed of marine engines.

Paragon has always concentrated on reverse and reduction gears of the smaller capacities. Pleasure boats and small commercial craft have taken most of their output. During World War II many small landing craft used Paragon reverse gears, and their reliability and efficiency were demonstrated

The Paragon manual type high speed reverse gear is an improvement and development of the KE-90 type, first brought out in 1928. Their reduction gears are of the offset type with helical reduction gears for added quietness. The Paragon hydraulic type transmission was introduced in 1950.

☆ ☆ ☆

WALTER MACHINE SPECIALTIES

The G. Walter Machine Company of Jersey City, N. J., manufactures a complete line of reduction gears, transfer drives, reduction gear couplings, Clean-Flo cooling systems and propeller pullers.

Clean-Flo keel coolers, by keeping salt water out of the engine block, greatly prolong an engine's life, as well as giving better and more economical engine performance.

Walter gear drives offer a wide variety of applications, and among other things make better use of boat space than would be possible with direct drive.

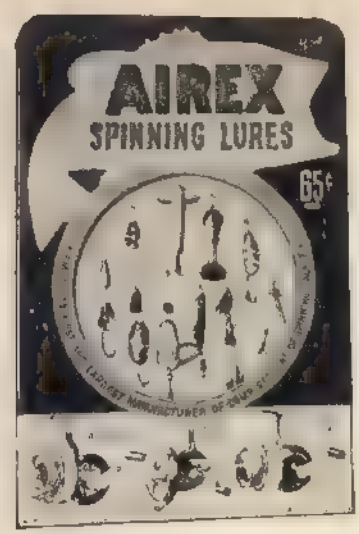
☆ ☆ ☆

SMITH-MEEKER FEATURES ELECTRICAL ITEMS

The Smith-Meeker Engineering Company of New York is a 42-year old firm specializing in marine and industrial design consultation, application engineering, and electrical equipment.

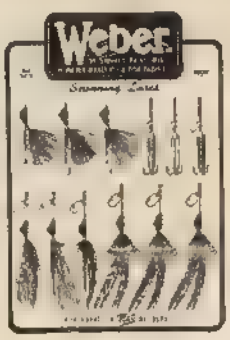
This firm features the following apparatus in addition to the usual line of marine electrical equipment: Photo Electric Pilot, with notable 1952 improvements; Marine power rectifiers; Carlisle and Finch searchlights; Sperry throttle and clutch controls; and U. S. Motors Corp. electric plants.

SPINNING LURES



Airex Spinning Lure Display Assortment. Handsome 5-color easel stand with celluloid window contains 10 fast selling lures individually mounted. Display dimensions 14" x 9½", with 7" window. Retail value of lures 6.50. No charge for display.

No. 18R126. Per card.....**3.82**

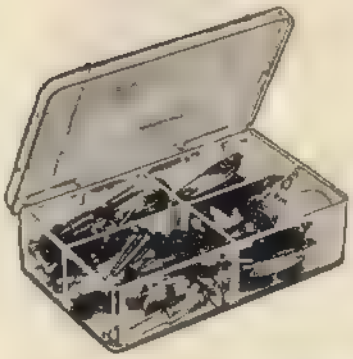


Weber Spinning Lure Assortment (At right.) Contains one dozen popular lures in assorted patterns and sizes. Mounted on attractive display card.

No. 18R24.
Per card **5.30**

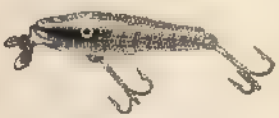
Heddon Tiny Trio Spinning Lure Selection. Special display box containing on each "Tiny Heddon" "Tiny Lucky 13," and "Tiny Torpedo." Length of lures approximately 2", weight 1/5 oz. Packed four display boxes to carton (1 dozen lures). Assorted colors.

No. 18R124. Per dozen lures..**8.82**



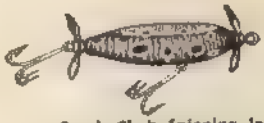
Airex Spinning Lure Gift Assortment. Select group of the most popular spinning lures packaged in attractive utility pocket size plastic box. Contains one each of 10 lures, with extra room for additional lures. Retail 6.50.

No. 18R127. Per box **3.82**



Creek Chub Spinning Pikie. Wiggling spinning lure with minnow-like action. Weight ¼ oz. Available in the following finishes: Pike Scale, Perch Scale, White and Red; Silver Flash.

No. 18R177. Per dozen. .**7.76**



Creek Chub Spinning Injured Minnow. Represents a crippled minnow on the surface. Splutters and fusses on the retrieve. Weight ¾ oz. Available in the following finishes: Pike Scale, Perch Scale; White and Red; Silver Flash.

No. 18R178. Per dozen.....**7.76**

Poquoa Quilby "Spinnow." Spinning lure with minnow action. Dressed on size 3 hollow point hook. Weight 1/7 oz.

No. 18R168. Per dozen.....**7.06**

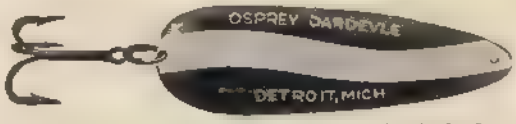
Plocky. Lifelike lure with body and flap of pure rubber. Pliable hand-painted body with stabilizing air pocket with lead weight balance. Wiggles but does not spin. When fish strikes, lure slides up the leader. Assorted colors.

No.	Weight	Per Dozen
18R141	1/6 oz.	10.94
18R142	1/3 oz.	11.64
18R143	1/2 oz.	12.34

CASTING AND TROLLING SPOONS

Weber Spinning Lure Selection. Well balanced assortment for fresh water game fish. Contains one each of 4 lures mounted in an attractive display box.

No. 18R21. Per box **1.76**



Lou Eppinger Dardevle. The genuine Dardevle lure with the wiggling, wobbling, fish-maddening action. Made of high quality metal of controlled weight and balance, carefully polished and plated. Three coats of long wearing baked enamel. Red and white stripe, reverse side nickel. Weight 1 oz. Packed 1 dozen.

No. 18R246. Per dozen..... ... .**6.70**

Hofschneider Red Eye Wiggler. High quality spoon, effective in all kinds of waters. Constructed with one double and one treble hook, carefully tempered with needle point barbs. Finely cut faceted eyes, selected for high reflective power. Chrome finish. Available in three sizes, junior, wiggler, and muskie.

No.	Length	Weight	Per Doz.
18R251	4½"	.45 oz.	7.76
18R252	6"	.91 oz	9.88
18R253	7"	2.86 oz.	13.76

Johnson's Silver Minnow. Silver plated spoon with flared weed guard to protect hook. Teasing action of a live minnow; streamline shape and balanced weight for easy casts, accurate control. Packed one dozen.

No.	Mfg No.	Weight	Per Doz.
18R238	1	1 3/4 oz.	6.00
18R237	2	½ oz.	8.47
18R239	3	¾ oz.	9.52
18R240	4	1⅛ oz.	10.58

Johnson's Silver Minnow. Same as above in black nickel finish. Packed one dozen.

No.	Mfg No.	Weight	Per Doz.
18R244	2	½ oz.	8.47
18R245	3	¾ oz.	9.52

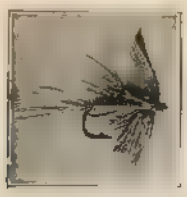
X-B Spoons. An excellent spoon for fresh and salt water fishing. Shaped from solid brass, buffed to a high, mirror polish. Brass swivels, bright steel rings, treble hook. Silver finish. Packed one dozen.

No.	Mfg No.	Weight	Per Doz.
18R247	1	¼ oz.	3.53
18R248	2	½ oz.	4.24
18R249	3	1 oz.	5.64
18R250	4	2 oz.	7.06

Casting Spoon. A wobbling, flashing spoon of perfect action and design to attract all game fish. Hard wearing red and white enamel finish, bright nickel back, high quality treble hook. Packed one dozen.

No.	Size	Per Doz.
18R284	2⅞"	1.76
18R285	3½"	1.76

HAND TIED FLIES BY FROST & WEBER



Frost Eyed Dry Flies. These beautifully hand tied flies feature quality and skilled workmanship found only in supreme dry flies. Ideal for all type pan fish. One dozen flies in attractive transparent tube.

No.		Per Dozen
18R32	Yellow Sally	1.41
18R33	White Miller	1.41
18R34	Black Gnat	1.41
18R35	Bee	1.41
18R37	Red Ibis	1.41
18R63	Assorted 12 kinds	1.41

Pointer Bass Fly Assortment. Fast cast pure silk chenille bodies with double natural wings. Tied briskly and guaranteed perfect in quality and workmanship. Dressed on imported super ringed rust-proof hooks. One dozen on display card.

No. 18R51. Per assortment 1.59

Supreme Dry Bass Bug Assortment. [illegible] The bodies are [illegible] of hackle with spread fibre wings. A durable fly which casts easily. Dressed on size 1 hollow point hooks, mounted [illegible] patterns on an attractive [illegible] display card.

No. 18R49. Per dozen 2.47

Beautifully tied flies of the most popular patterns. This grade of flies has one pair of upright matched divided wings and is termed by fishermen as the perfect dry fly. In attractive transparent tube. Dozen assorted patterns.

No. 18R31. Per dozen 1.76

Supreme Hair Wing Bass Assortment. Dressed on hollow point hooks. The bodies are of pure silk, skillfully decorated. Full even hackle legs and tied with a generous amount of northern hair wings. Very effective lures endorsed by experienced fishermen. Mounted twelve popular patterns on a two tone easel display card.

No. 18R50. Per dozen 2.12

Frost's Spinner Fly Assortment. An assortment of eight patterns of effective bluegill and crappie flies, dressed on size six ringed hooks. Workmanship fully guaranteed on quality materials. 2 dozen flies attractively displayed on counter card.

No. 18R62. Per assortment. 2.65

Eyed Fly Assortment. An assortment of three dozen pure pair upright wing flies for trout and pan fish size 10 Mustad Hooks, silk bodies, full hackles, dyed wings. A quality made fly brought [illegible] Attractively displayed on easel display card.

No. 18R42. Per assortment 4.12

Frost Corker Hair Frog Assortment. Deer tail streamer legs, tightly packed trimmed bodies, frog glass eyes. Deadly bass lure. Assorted patterns. Packed one dozen on card.

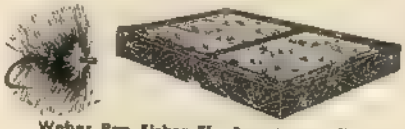
No. 18R41. Per dozen 3.53

An Assortment of three dozen popular patterns of Squirrel and Deer Hair Wing Flies for trout and all pan fish. Dressed on size 10 Pennel Eyed Mustad Hooks. Silk bodies, full hackles and hair wings. This quality made fly is effective as a fish getter. Attractively displayed three dozen flies on an easel display card.

No. 18R43. Per assortment 4.12

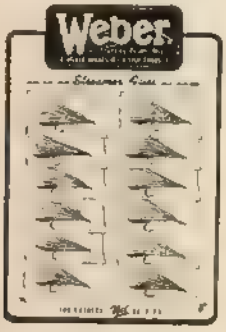
Weber No. 876 Pan Fish Selection. Well balanced assortment consists of the most effective flies, patterns and sizes for trout, bass, and pan fish. Selection contains 7 flies in an attractive display box with a helpful recommendation chart.

No. 18R26. Each .88



Weber Pan Fisher Fly Assortment. Popular priced fly designed for all panfish. Tied with hackle and chenille body on size 8 hook. Display box with clear cellophane cover contains 12 dozen flies in 12 well known patterns, each in separate compartment.

No. 18R30. Per box 10.58

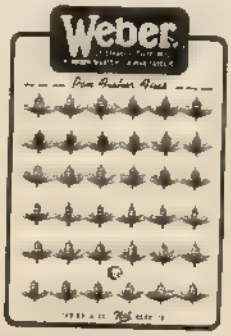


Streamer Fly Assortment. Well tied fly with long streamer to give life-like minnow action. Assorted patterns made of buck tail, feathers, and combination buck tail and feathers. Dressed on size 8 fine hollow point, long shank hook. Packed each in individual cellophane envelopes. One dozen on display panel.

No. 18R27. Per dozen 3.53

H. O. B. Streamer Flies. Under water lure with wiggly forked streamer tails. Durably dressed, tied with heavy tackle shoulder, painted eyes, dressed on size 2 highest quality, hollow point, long shank hook. One dozen assorted patterns on display panel.

No. 18R29. Per dozen 4.94



Weber Pan Fisher Fly Assortment. Chenille and hackle fly tied on size 10 hook. Contains 6 popular patterns. Packed 3 dozen flies on display card.

No. 18R28. Per card 2.64

Frost Michigan Hoppers. True reproduction of a live grasshopper with radish long tails, yellow body, mottled brown and gray hackle legs and water-proofed, cinnamon turkey wings. Tied on mustad hollow point hooks. Packaged three dozen flies on display panel.

No. 18R40. Per assortment 5.29

Spitfire F-45
Swept-Wing SUPERSONIC FIGHTER
Powered by Spitzy Sr. .045 Engine
...$9.95 complete
Spitfire DUST'R
Bi-Plane . . . a real crop-duster!
Powered by Spitzy .045 Engine
...$9.95 complete
SPITFIRE READY-TO-RUN
GAS-POWERED TOYS
SEE
"Spitfire"
FOR THE FIRST TIME!
1952 TOY FAIR
MARCH 10-19
NEW YORK
Spitfire SPITCRAFT
All plastic Luxury Speedboat
powered by Royal Spitfire .065 Engine
...$14.95
Royal Spitfire SKIM'R
DeLuxe Speedboat
powered by Royal Spitfire .065 Engine
...$10.95
Spitfire TORNADO
Indianapolis type Race Car
powered by Royal Spitfire .065 Engine
...$10.95
Spitzy
NITRONIC
GLOW FUEL
Perfect power
for all engines
...85¢ pt.
SPITFIRE TOYS COME COMPLETE
WITH ALL ACCESSORIES
Prices subject to change without notice.
MEL ANDERSON
Manufacturing Co.
1547 WEST 16th ST., LONG BEACH 13, CALIF.

FRESHWATER FISHING RODS

Split Bamboo Fly Rods

Heddon No. 10 "BLUE WATERS" Fly Rod

Three piece and extra tip, made of brown tone split bamboo, nickel silver screw type locking reel seat with sliding hood, solid cork grip. Tungsten steel guides and top. Nickel silver ferrules. Keeper fly ring. Agatine first guide. Wound in maroon and black silk. Dry fly action. Complete with waterproof fiber case.

No.	Length ft.	Wt. ea., ozs.	Kind	Each
7010-8-2	8	4¼	2	$27.50
7010-8½-1¾	8½	5	1¾	27.50
7010-8½-2	8½	5 1/10	2	27.50
7010-8½-2½	8½	5 3/10	2½	27.50
7010-9-2	9	5½	2	27.50
7010-9-2½	9	5 9/10	2½	27.50
7010-9-2¾	9	6 2/10	2¾	27.50

Specify length and kind of ferrule when ordering

Heddon No. 14 "THOROBRED" Split Bamboo Fly Rod

Three pieces and extra tip, brown tone split bamboo, screw locking threaded reel seat, solid cork grip, crystal agate, first guide, others tungsten steel, all metal nickel silver, gun metal finish. Keeper fly ring. Wound in red and black silk. Dry fly action. Complete with waterproof fiber case.

No.	Lgth., ft.	Wt. ea., ozs.	Kind	Each
7014-8-2	8	4½	Trout, No. 2 ferrule	$32.50
7014-8½-2½	8½	5¾	Bass-Trout, No. 2½ "	32.50
7014-9-2	9	5½	Trout, No. 2 "	32.50
7014-9-2¾	9	6½	Power-Plus, No. 2¾ "	32.50
7014-9-2½	9	5¾	Bass-Trout, No. 2½ "	32.50
7014-9½-2½	9½	5¾	Bass-Trout, No. 2½ "	32.50
7014-9½-2¾	9½	6½	Power-Plus, No. 2¾ "	32.50

Specify length and kind of ferrule when ordering

Heddon No. 17 New "BLACK BEAUTY" Fly Rod

Three pieces and extra tip, made of selected bamboo, formed cork grip, screw locking reel seat, nickel silver mountings with black gun metal finish, genuine agate first guide, tungsten steel intermediate guides and top, keeper fly-ring. Black and orange silk winds. Dry fly action. Complete with waterproof fiber case.

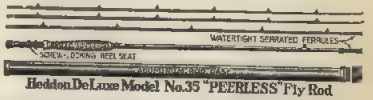
No.	Lgth., ft.	Wt. ea., ozs.	Kind	Each
7017-8-2	8	5	Trout, No. 2 ferrule	$37.50
7017-8½-2	8½	5	" No. 2 "	37.50
7017-9-2	9	5¼	" No. 2 "	37.50
7017-9-2½	9	5¾	Bass-Trout, No. 2½ "	37.50
7017-9-2¾	9	6¼	Power-Plus, No. 2¾ "	37.50
7017-9½-2¾	9½	6¾	Power-Plus, No. 2¾ "	37.50

Split Bamboo Fly Rods

Heddon No. 20 "BILL STANLEY'S FAVORITE" Fly Rod

Three pieces and extra tip, tempered brown tone bamboo, screw locking reel seat, hand welt nickel silver ferrules wound over, all metal nickel silver, gun metal finish. Genuine agate first, perfection intermediate guides and perfection top. Keeper ring. Maroon and gold silk winds. Dry fly action. Complete with waterproof fiber case.

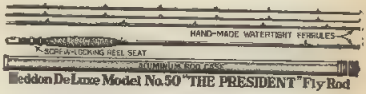
No.	Lgth., ft.	Wt. ea., ozs.	Kind	Each
7020-8½-2	8½	5	Trout, No. 2 ferrule	$45.00
7020-9-2	9	5¼	" No. 2 "	45.00
7020-9-2½	9	5¾	Bass-Trout, No. 2½ "	45.00
7020-9-2¾	9	6¼	Power-Plus, No. 2¾ "	45.00
7020-9½-2¾	9½	6¾	Power-Plus, No. 2¾ "	45.00



Heddon De Luxe Model No. 35 "PEERLESS" Fly Rod

Three pieces and extra tip, brown tone spring tempered split bamboo, locking reel seat made of Circassian walnut and black pyrolin, genuine agate first, tungsten steel perfection intermediate guides and perfection tip, all mountings are nickel silver, gun metal finish, wound with two shades of brown silk. Dry fly action. Furnished with aluminum case.

No.	Lgth., ft.	Wt. ea., ozs.	Kind	Each
7035-9-2½	9	5¾	Bass-Trout, No. 2½	55.00



Heddon De Luxe Model No. 50 "THE PRESIDENT" Fly Rod

Three pieces and extra tip, brown tone tonkin bamboo, screw locking reel seat, genuine agate first, perfection intermediate guides and genuine agate top, keeper fly-ring, hand made water tight split ferrules, nickel silver, black nickel finish. Wound in two shades of brown silk. Dry fly action. Furnished with aluminum rod case.

No.	Lgth., ft.	Wt. ea., ozs.	Kind	Each
7050-9-2½	9	5¾	Bass-Trout, No. 2½ ferrule	$75.00

FRESHWATER FISHING RODS
Glass Fly Rods

MONTAGUE

Holloglass two piece fly rods. Nickel plated ferrules. Plastic titelock reel seat. Bronzed snake guides. Ringed cork grip. Weight, 5 ounces.

No. 1-7—Length, 7½ feet ..... Each $11.00

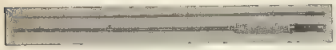
One in a cloth bag

MONTAGUE

Two joints of Montague Holloglass. Nickel plated ferrules, rolled and welted. Titelock reel seat of nickel plated metal and plastic. Bronzed snake guides. Solid ring cork grip.

No.	Length, ft.	Weight, ozs.	Each
1-3	7½	5	$14.95
	8	5½	14.95

One in a cloth bag

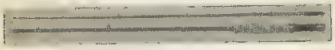


UNION

A lightweight rod. Two piece tubular construction. Chromium plated stainless steel guides. Black anodized ferrules of aluminum. Screw locking reel seat. Solid cork grip shaped to support the thumb. Nylon windings.

No. A3207—Length, 7 feet ..... Each $12.95

One in a plastic bag



UNION GILLIE

For dry fly fishing. Two piece tubular construction of glass. Chromium plated stainless steel guides. Aluminum ferrules, black anodized. Screw locking reel seat. Solid cork grip, shaped to fit hand.

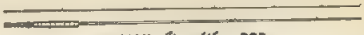
No.	Length, ft.	Weight, ozs.	Each
A3214	8½	5½	$15.00
A3213	8	5⅝	13.95

One in a plastic bag

LANGLEY

Two piece hollow glass rod. Chrome plated ring guides. Shaped cork grip. Screw locking reel seat.

No.	Length, ft.	Each
5575	7½	$20.00
5585	8½	20.00



CONOLON *live fiber* ROD

CADET

Two piece hollow glass rod. Serrated nickel silver ferrules. Stainless steel snake guides. Chrome top. Elliptical specie cork grip. Anodized aluminum reel seat. Weight, 3 ounces.

No. 410—Length, 7½ feet ..... Each $17.50

One in a plastic bag

FAN WING

Two piece hollow glass rod. Serrated nickel silver ferrules. Stainless steel snake guides. Chrome top. 6 inch elliptical specie cork grip. Anodized aluminum reel seat. Weight, 2.1 ounces.

No. 411—Length, 7 feet 10 inches ..... Each $17.50

One in a plastic bag

TRUE TEMPER ARISTOCRAT

Two piece tubular glass rod. Pearlescent finish. Black silk windings. Chrome plated tungsten guides. Cork grip. Tenite reel seat. Line recommended: HCH or GBF taper or C level.

No.	Length, ft.	Weight ozs.	Each
620	7½	5	$22.50
	8	5½	22.50

One in a cloth bag with inside aluminum tube to protect tip

SOUTH BEND

Dry fly action. XL hollow glass rod. Dark green color. Aluminum thread locking reel seat. Comficient cork grip. Stainless steel stripping guide. Pear shaped tip top. Nickel silver ferrules. Weight, 4 ounces.

No. 3290—Length, 7½ feet ..... Each $22.95

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No. 50 KALEIDOSCOPE

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No. 36 PIXIE PIC-UP STIXS

[illegible] colors. Attractively illustrated. Eye-catching, super-smooth "Stixs" in bright hues. Priced no higher than ordinary pick-up sticks. Suggested retail price 25¢.

No. 59 PIXIE BUILD A TOY

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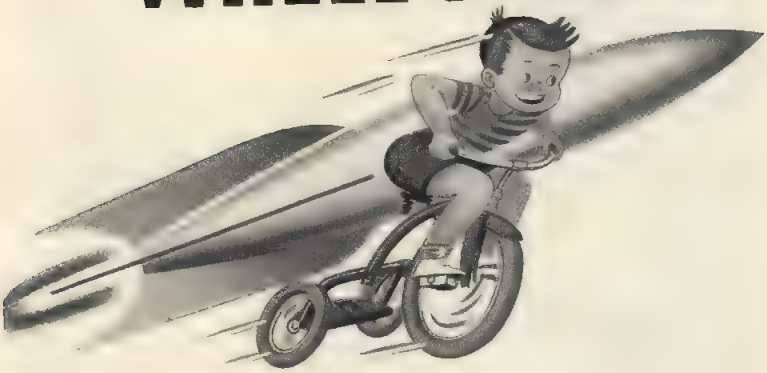

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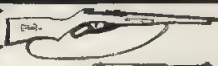

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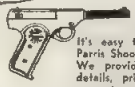

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Southland Regatta, February 9-10, 1952
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and clever sailorette and a navigator. The rest tried it a few times, and, before mastering the trick, abandoned practicing. Most people do show a marked predilection for the launch or the outboard. Few realize that the news item I related might have had fatal consequences—and, very likely, for the would-be rescuers.

From the foregoing it may be surmised that I abhor gadgets and mechanical devices and encourage reliance on personal skill and prowess. Perish the thought! It is my pride to have double the required equipment at the Cruising Club Committee inspections in Newport, except for the life lines of which naturally I have one set, and single lines at that. I merely advocate familiarity with whatever devices are used so they can be handled with proficiency and skill and have a fair chance for their usefulness in an emergency.

Safety Devices

For the last year I became more conscious than ever about these safety devices because I have been a sympathetic and attentive listener to Henry W. Rubinkam who has been living with one unswerving idea for a long while, that is, to develop and perfect life-saving devices to rescue people in the water from boats and aircraft. Hank is well known among yachtsmen and is a capable and enthusiastic sailor. When we do not talk boats, he talks rescue. He talks with passionate fervor and works at it with unshakeable faith. I am not acquainted with all the phases of his activities nor would I be competent enough to judge, especially when it comes to air rescue (of which I know nothing while he is a flier) but, from what he has explained or shown me, I believe he has hit on a sound principle—simplicity. Anybody can build a power house with untold complexities to accomplish a certain purpose, but such involved means could hardly be at everybody's disposal in all places because of their cost and their technical exigencies.

As sympathetic as I am, but greatly helpful with their skill and equipment are Ratsey, Nevins, Minneford, Trump, and others. I peeped in at Ratsey and at Nevins to look at some of the work under way, and I hope it can be soon brought to humanity's service.

Among Hank's devices there is one which will shoot a fantail from the taffrail of quilted, self-locking hoops four hundred feet away. Once a hand is slipped in one of these loops it cannot pull out. Furthermore, one quarter of a mile of cable is spooled out at the speed at which the ship is moving so that the man in the water is not drowned by his own bow wave. Meanwhile before the cable is all paid off the ship can be slowed down and maneuvered.

A Log Line Which Snapped

Now, if Ted Sierks had had one of these loops within reach when he fell off I'Apache in the last Honolulu race instead of the log line which promptly snapped, he would have avoided the nightmarish ordeal of swimming for thirty hours in a shark-infested sea. The story of this gallant man fighting for his life with just a knife for his defense sends chills through the most callous of us. At that, we are awfully glad he is amongst us to tell the story. He should be made a permanent member of all committees for safety and rescue at sea from the date this story comes out. His suggestions could not be taken lightly. He had a close shave.

I always was safety- and rescue-conscious and the building of an unsinkable dink, about which my article appeared in MOTOR BOATING, gives evidence of my concern, but the last events and Hank's talk have intensified my feeling on the score. Mindful that sailors are ready to argue a point—different ship, different splice, you know?—I slyly asked Hank what he thought if I went back to double life lines, and braced up for an argument.

"We should all carry double life lines," he shot back.

And double they will be. Iris may look like a chicken coop, but I shall be very grateful to Providence and to those encircling strings when I count my chicks and know that old Debbil Sea has not rifled my roost.

A HIT! Ted Williams

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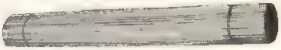

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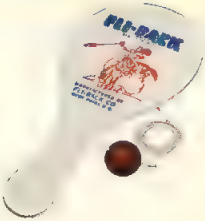

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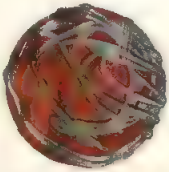

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FEATURES

The "41" Double Cabin shown above has flying bridge with all controls — sleeps 6 — roomy aft cockpit — large owner's stateroom — complete galley — large screened deckhouse.

Available with dual controls — Navy top — hot water — shower bath — Venetian blinds and many other special features.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST-TO COAST
In Miami - Matthews Cruisers, Inc., 1825 Biscayne Blvd.

"Wherever you cruise . . . you'll find a Matthews"

Sun VINYL

the world's largest
rubber toy manufacturer
proudly introduces
its new Sunruco VINYL
toys and dolls

at the toy fair
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THE SUN RUBBER COMPANY

IT'S NEW . . . LOADS OF ACTION

THE FANTAIL

A KILLER FOR BASS — PIKE — PICKEREL AND TROUT

A Combination of colors for the best results.

⅜ oz. size only

A good caster for deeper water, a splendid trolling Lure which will get down where the lunkers are laying. LIST $1.25. Dealers see your Jobber, or write for circular on this and other Lures. Jobbers write for sample Lures.

THE WIZARD LURE MFG. COMPANY — GAMBIER, OHIO

Schnell Bait Co., Kankakee, Ill.
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Semi-Artificial Minnow Co., Lodgepole, Neb.
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Shoff Tackle Leads the Field!

Made by the largest tackle manufacturers on the Pacific Coast . . . tried and proven . . . used by fishermen everywhere with the best results.

We manufacture lures and flies of every type, leaders and snelled hooks. Nylon and Trolling Spoons. New Catalog now ready.

Shoff Fishing Tackle Co., Dept. SGD, Kent, Wash.

Shooting Lure Mfg. Co., Detroit, Mich.
Shurkatch Fishing Tackle Co., Inc., Richfield Springs, N. Y.
Shur-Lure Bait Co., Petersburg, Mich.
Simplomatic Mfg. Co., Chicago, Ill.
Six Tackle Co., Charles M., Carthage, Mo.
Ski Bait Co., New Albany, Ind.
Skilton & Sons, T. S., Winsted, Conn.
Skinner, Inc., G. M., Clayton, N. Y.
Slater Bait Co., Oil City, Pa.
Smithcraft Products Co., Kenvil, N. J.
So-Go Baits, Wakefield, R. I.
Sonnies, Wilmot, Wis.
South Bend Bait Co., South Bend, Ind.
Southern Artificial Bait Co., Micco, Fla.
Sparkling Products Co., Inc., Arlington, Mass.
Spatz Tackle, Union City, N. J.
Split-Fish Lure Mfg. Co., Cleveland, O.
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Sportsland Mfg. Co., Oklahoma City, Okla.
Sportsman Specialties Co., Grand Rapids, Mich.
Sportsman's Lure Co., Corpus Christi, Tex.
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Staley-Johnson Mfg. Co., Inc., Fort Wayne, Ind.
Stamwyck-Maharay Corp., Newburg, N. Y.
Star-Hawk Mfg. Co., Waynesboro, Pa.
State Tool & Mfg. Co., S. Milwaukee, Wis.
Steele, Inc., Frank, Chicago, Ill.
Sterling Mfg. Co., Torrington, Conn.
Stewart Tackle Co., Flint, Mich.
Stream-Eze, Inc., South Bend, Ind.
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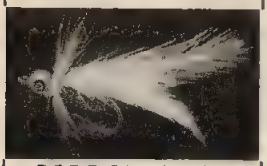
Sur-Lur Corp, Huntington, W. Va.
Sure-Lure, Inc., Smithtown Branch, L. I., N. Y.
Sutton Co., Naples, N. Y.
Swallowtail Tackles, Pierz, Minn.
Tackle Craft, Inc., Brockport, N. Y
Tack-L-Tyers, Evanston, Ill.
Thommen Sports Equip., Inc., New York, N. Y.
Tienken, Harry C., Clay, N. Y.
Timcor, Inc., Cleveland, O.
Top Notch Tackle Co., Cleveland, O.
Totem Mfg. Co., Kent, Wash.
Tradewinds, Inc., Tacoma, Wash.
Trick Deer Products Co., Milwaukee, Wis.
Tri-State Plastics, Inc., Chicago, Ill.
Troll-Rite, Chicago, Ill.
Tropical Bait Co., Indianapolis, Ind.
True Temper Corp., Geneva, O.
Tully Co., Thomas, Chicago, Ill.
Tulsa Fishing Tackle Co., Tulsa, Okla.
Turner Bros., Wellington, O.
Tuttle Devil Bug Co., O. C., Old Forge, N. Y.
Tuway Fish Lure Co., Berkeley, Cal.
Twin City Bait Co., Pembine, Wis.
Twin Lakes Bait Co., Mountain Home, Ark.
Twin Minnow Bait Co., Fresno, Cal.
Uncle Hack's Fish Bait, Waterloo, Ia.
Uniline Mfg. Corp., Dallas, Tex.
Upperman's Bucktails, Bill, Atlantic City, N. J.

Golf Gloves—Adjustable for perfect fit by RIPON

For SALT and FRESH WATER



GORDON DEAN
Bead Head

● Beads are guaranteed indestructible. Made of new plastic material. 8 patterns available. Also packaged fly tying material.

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701 Second Ave., N. E.
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Wallsten Tackle Co., Kenilworth, Ill.
Walto Specialties Mfg. Co., Chicago, Ill.
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The Weezel Bait Co.
3506 Columbia Pkwy., Cincinnati, O.
Manufacturers the Weezel Feather Minnow, the Famous Rex Spoon, the Weezel Casting Spinner, the Medal-minnow, the Weezel Sparrow and Weezel Bopper. These lures are made in a wide variety of weights and sizes for fly rod, casting and spinning.
Also Manufacturers of Sky Clear Nylon Leaders in a wide variety of tests.

Weller Co., Erwin, Sioux City, Ia.
Welmar Lure Co., Mishawaka, Ind.
Western Specialty Mfg. Corp., Bellingham, Wash.
White Co., R. M., Abilene, Tex.
Whiz Products Co., El Dorado, Ark.
Whiz-Bang Baits, Peru, Ind.
Whopper Stopper Sporting Goods, Div. Durable Plastics, Inc., Sherman, Tex.
Williams Gold Refining Co., Inc., Sporting Goods Div., Buffalo, N. Y.
Williamson & Co., C. S., Orangeburg, S. C.
Wilson Co., Al, San Francisco, Cal.
Wilson, W. Emil, Shelbyville, Ind.
Wilson Lures, Walter S., Shelbyville, Ind.
Wil-Win Mfg. Co., Inc., Miami, Fla.
Wizard Lure Mfg. Co., Gambier, O.
Wonder Products Co., Columbus, O.
Wood Mfg. Co., El Dorado, Ark.
Worth Co., Stevens Point, Wis.
Wright & McGill Co., Denver, Colo.
Wynne Precision Co., Griffin, Ga.
Yakima Bait Co., Granger, Wash.
Zaharoff, Inc., Brooklyn, N. Y.
Zink Artificial Bait Co., Dixon, Ill.

BAITS, BEETLE:

Associated Seed Growers, Inc., New Haven, Conn.
Crown Specialities, Inc., New York, N. Y.
Doggett-Pfell Co., Springfield, N. Y.
Ellis & Sons, Inc., Geo. E., Philadelphia, Pa.
Goulard & Olema, Inc., Skillman, N. J.
Lucas Kill-Tone Div., John Lucas & Co., Inc., Philadelphia, Pa.
Parrott Chemical Co., Stamford, Conn.

BAITS, BLOOD:

Anchor Serum Co., S. St. Joseph, Mo.
Buss Mfg. Co., Lanark, Ill.
Tebo Baits, Carlisle, Ia.

BAITS, BUCKTAIL:

Bradley Co., R. O., Delaware, O.
Bucktail Bait Co., Waco, Tex.
Bunyan Bait Co., Paul, Minneapolis, Minn.
Carl Lure & Tackle Co., Fort Plain, N. Y.
Chippewa Valley Fly Co., Eau Claire, Wis.
Crowder Bait Co., Bill, Norfolk, Va.
DeLong Lures, Cleveland, O.
Dixie Bait & Mfg. Co., Houston, Tex.
Dotterer, Rex V., Peru, Ind
Eger Bait Mfg. Co., Inc., Bartow, Fla.
Enterprise Mfg. Co., Akron, O.
Evans, Inc., Glen L., Caldwell, Ida.
Falls Bait Co., Chippewa Falls, Wis.
Florida Fishing Tackle Mfg. Co., Inc., St. Pettersburg, Fla.
Frost & Sons, G. W., Stevens Point, Wis.
Hildebrandt Co., John J., Logansport, Ind.
Hofmann Co., M. J., Brooklyn, N. Y.
Horrocks Ibbotson Co., Utica, N. Y.
Houser Fly Co., Inc., St. Louis, Mo.
Hub Bait Co., Beaver Dam, Wis.
Isle Royale Co., Jackson, Mich.
Johnson's Fishing Supplies, Sky, Chippewa Falls, Wis.
Kalkaska Tackle Co., Inc., Kalkaska, Mich.
Lane & Co., Inc., Ed, Wyoming, N. Y.
Lur-All Tackle & Mfg. Co., Royal Oak Mich.
Lyford Lures, Inc., Canaan, Conn.
Marathon Bait Co., Wausau, Wis.

See Page 589 for Complete Address of Firms

Zoomerang

America's Largest Selling Toys

Zoomeray

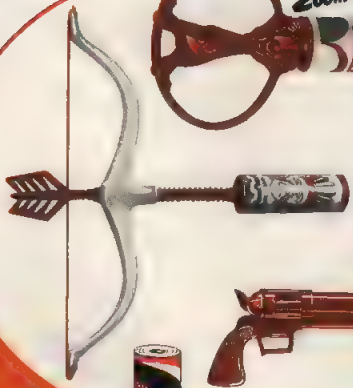
No. 300 A modern 5" x 7" beautiful molded plastic pistol Wrist action toy

49c

Zoom-Zoom Zoomerang

No. 500 ZOOM ZOOM Zoomerang New easy finger grip All plastic wrist action toy plus action sketches attached showing tricks

29c
New ... for '52!



Zoomerbow

No 600. Brand new! Spring propelled, all plastic and metal 8" bow with self-returning Zoomerang Arrow On display card

49c
New ... for '52!

Zoomerang gun

No. 200. 6 x 10 plastic Spring action and firing trigger

98c

No 400 Refill Usable on all Zoomerang Toys

25c

Tigrett Enterprises

America's Largest Selling Toys–

Zoomerang

Zoom-Zoom Zoomerang

29¢ New . . for '52!

No. 500. ZOOM-ZOOM Zoomerang. New easy finger grip. All plastic wrist action toy plus action sketches attached showing tricks.

Zoomeray

49¢

No. 300 A modern 5" x 7" beautiful molded plastic pistol Wrist action toy.

Zoomerbow

59¢ New . . for '52!

No. 600. Brand new! Spring propelled, all plastic and metal. 8" bow with self-returning Zoomerang arrow. On display card.

Zoomerang gun

98¢

No 200. 6x10 plastic. Spring action and firing trigger.

No. 400 Refill Usable on all Zoomerang Toys.

25¢

Tigrett Enterprises

truck drivers. Golly! They're a skillful tribe.

Saw one not long ago at a farm sale back a huge "semi" in on a curve between a fence and a loading chute. He didn't have six inches clearance on either side.

Those boys are sure handy. (One of the editors at Philadelphia suggests I should watch the truckers maneuver on that city's narrow streets. I have, and I'll take my hat off to them, and to the taxi drivers, too, but I still contend that the man who gets in and out of a muddy barnyard with a "semi" has them all beat.)

Sales make you think of free lunches, too. Had a penurious unmarried neighbor once who practically lived all winter by eating one meal free at a sale, then taking home an assortment of doughnuts, cookies, and hunks of bologna, scrounged from discarded paper sacks.

Kept his dog alive that way, too. Guess that's why that hound was so confounded mean. You never set foot on the place without first whistling the man up to call his dog off.

Free lunches at sales now are passé. They're out of style at saloons, too, so I'm told.

How would I know about saloons? Well, the sharpest impression from my first trip to Chicago as a kid was a bar as long as the pasture lane back home. This bar was on Halsted street near the stockyards, and at the far end was an astonishing spread of meats, rye bread, cheese, fried liver, hard-boiled eggs. I was too young to buy beer, but my older companions did. I laid into the food.

I still like food—worse luck, maybe. But I'm not awfully fond of the plushed-up saloons that masquerade as restaurants these days.

There aren't too many right good eating places anymore where liquor isn't pushed at you. Three that I think of, and am especially fond of, are Lloyd's on Highway 30 south of Marshalltown, Iowa; Mrs. MacDonald's in Gallatin, Mo.; and Aunt Laura's at Smithland, Ky. There are more, of course.

I was astonished and completely rebuffed one evening recently in New York City when Paul Friggens (Western field editor for *Farm Journal*) and I dropped into three eating places on Park Avenue near the Grand Central station. I wanted milk toast. Do you suppose I could get it?

No. One waiter said "We don't have the facilities for milk toast, and besides it ain't on the card (menu)."

Greatest city in the world, and no facilities—at least in three restaurants—for heating milk.

I suspect there isn't much demand for, or money in, milk toast. More in 60-cent hamburger and 10-cent coffee.

Ray Anderson

BITE'S OUT— PLEASURE'S IN

more tobacco in every tin!

CRIMP CUT PRINCE ALBERT IS COOL, MILD SMOKIN'...RIGHT DOWN TO THE LAST PUFF!
Carl Smith
Star of "Grand Ole Opry" and recording artist

Prince Albert's patented* "No-Bite" process means real smoking pleasure from the first puff. Get P. A. today!
*Process patented July 30, 1907

MORE MEN SMOKE
PRINCE ALBERT
THAN ANY OTHER TOBACCO

CRIMP CUT P.A. ROLLS EASY...SMOKES COOL FOR EXTRA-TASTY 'MAKIN'S' SMOKES!
James Franks

ROLL-YOUR-OWNERS!
Try rolling your cigarettes with Prince Albert! P. A. pours freely and rolls up quickly without spilling out the ends!

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Tune in "Grand Ole Opry", Saturday Nights on NBC

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more tobacco in every tin!

CRIMP CUT PRINCE ALBERT IS COOL, MILD SMOKIN'...RIGHT DOWN TO THE LAST PUFF!
Carl Smith
Star of "Grand Ole Opry" and recording artist

Prince Albert's patented* "No-Bite" process means real smoking pleasure from the first puff. Get P. A. today!
*Process patented July 30, 1907

MORE MEN SMOKE
PRINCE ALBERT
THAN ANY OTHER TOBACCO

CRIMP CUT P.A. ROLLS EASY...SMOKES COOL FOR EXTRA-TASTY 'MAKIN'S' SMOKES!
James Franks

ROLL-YOUR-OWNERS!
Try rolling your cigarettes with Prince Albert! P. A. pours freely and rolls up quickly without spilling out the ends!

★

Tune in "Grand Ole Opry", Saturday Nights on NBC

Sell Value..
SELL VLCHEK
This is a complete line of high grade tools . . . tools that are well and favorably known for over half a century . . . tools that sell fast, bring repeat business, yield good profits.
THE VLCHEK TOOL COMPANY
3001 East 87th Street • Cleveland 4, Ohio
To Show 'Em is To Sell 'Em

Jr. Homemaker Aids

Sets (1) thru (13) shown on facing page

(1) 42-PC. MOLDED PLASTIC TEA SET—SERVICE FOR 4! All the fixings for her tea parties! Green and chartreuse molded plastic teapot sugar, creamer, make-believe hot plate, pitcher as well as cups, saucers 4¾-in. plates, plus tableware for 4.
35 J 6059 (1 lb. 6 oz.) **1.98**

(2) REAL SODA FOUNTAIN. Will thrill any child! 6-oz. dispenser, 3 each plastic sundae dishes, banana split dishes, soda glasses, water goblets, cake plates; 6 spoons, napkins, 12 straws in container 4½-in. scoop.
35 J 6058. (1 lb. 5 oz.) **1.98**

(3) ECONOMY TEA SET—30 pcs. include 10x8-in. tray, 6 bread butter dishes, saucers, cake plates, cups, 1 4½ in. cake plate, teapot, sugar bowl creamer. Red metal gayly lithographed.
35 J 6024. (1 lb. 12 oz.) **95¢**

(4) DESSERT MIX SET. No cooking—just add water or milk. 6 ½-oz. assorted puddings, ice cream desserts, 3 1-oz. fruit drink mixes. All meet Pure Foods Law requirements. Utensils as shown.
35 J 6013. (1 lb. 8 oz.) **1.79**

(5) PLASTIC MAKE-UP KIT. With 3 mirrors, 2 compartments! Rouge case, compact, make-believe lipstick and cologne nail buffer plastic comb and soap. 5⅛x4½ in.
35 J 5924. (12 oz.) **89¢**

(6) JEWELRY CRAFT SET. She'll love making her own jewelry! 30 plastic ornaments in various shapes, colors. 2 pkgs. of colored beads, 1 pkg. clear glass beads. Needle, 4 rings, clasp.
35 J 6009. (1 lb. 6 oz.) **1.49**

(7) 6 PC. DRESSER SET. Pretty as well as useful! All plastic 13½-in. mirror, 10-in. brush, comb, 2 powder boxes and floral motif jewelry box. (1 lb. 7 oz.)
35 J 6016. Complete **1.98**

(8) 17-PC. GLITTER SET. Two complete sets of plated plastic jewelry to thrill her—1 silver-color; the other gold color. In attractive simulated leather chest.
35 J 6026. (14 oz.) **1.49**

(9) DELUXE SEA SHELL KIT for making lovely jewelry. Packed full of beautiful shells and beads in assorted colors, sizes and shapes. Wooden block and awl, 2 needles, wire, and full instructions incl. (1 lb. 10 oz.)
35 J 6076. Complete **3.69**

(10) 24-PC. TABLEWARE SET. Silverplate finish plastic 6 ea. knives, forks, spoons 1 butter knife, cake plate server, napkin holder salt pepper shakers in chest.
35 J 6001. (1 lb. 2 oz.) **1.89**
Service for 4. As above.
35 J 6096. (11 oz.) **89¢**

(11) NEW! HI-HEEL SET. Attach to shoes with elastic bands. Set includes 1½-in. wood heels, plastic container with imitation lipstick, compact, rouge case.
35 J 6010. (1 lb. 2 oz.) **98¢**

(12) CERAMIC TILE SET. Make hot plates plaques, toys, jewelry! 2 sections, one of tile, the other beads. 2 needles 20 yds. linen cord, wire. Instructions incl.
35 J 6093. (2 lbs. 4 oz.) **3.69**

(13) MECHANICAL KNITTER. Place yarn in top, turn knob—watch it knit inside! Tension regulated by weight. 4 skeins of colored wool; instruction folder for designing many useful things.
35 J 6067. (11 oz.) **1.29**

Sets (14) thru (20) shown at right

(14) ELECTRIC STOVE REALLY COOKS AND BAKES! White porcelain enamel on steel. Glass oven door, plus 6 utensils. 12x7x11 in. high. Sets for all battery toys. U.L. app., 1.0-1.2 V. AC-DC.
R35 J 6092. (9 lbs.) **4.98**

(15) 19-PC. BAKING SET. All aluminum. 6-in. roaster, muffin pan, mixing bowl, 3 molds, biscuit pan, frying pan, flour scoop, measuring cup, 4 cookie cutters, cookie pan, 2 spoons.
35 J 6094. (1 lb. 2 oz.) **1.25**

(16) 18-PC. COOKING SET for your little homemaker. Extra large pieces—stainless steel. Two 4-in. muffin pans, 4¼-in. frying pan, 2 Dutch ovens, egg beater, bowl, other utensils. (2 lbs. 10 oz.)
35 J 6098. Set **1.79**

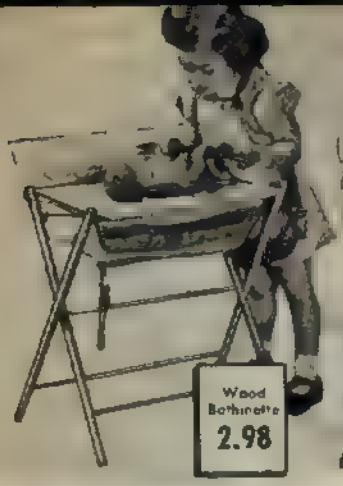
(17) MODERN PLAY STOVE. Sturdy steel with shiny white porcelain enamel finish. Designed with 8 push buttons, 2 opening oven doors. Plus 12 plastic cooking utensils! 14x7x15 in. high.
R35 J 5917. (9 lbs.) **3.55**

(18) 43-PC. COFFEE SET. Polished aluminum 6 ea. 4½-in. plates; proportionate cake plates, cups, saucers, tableware, napkins. Percolator has glass top cover and grounds container.
35 J 6041. (15 oz.) **1.29**

(19) GAY MIXER SET. Make milk shakes! Spray nozzle. Sits on metal base 2½x4¼-in. plastic tumbler 4 glasses, 13x7¾ inch metal tray 4 drinking straws.
35 J 6068. (2 lbs. 8 oz.) **2.39**

(20) EMBROIDERY SET. Carry all case with one 18x13-in. muslin cloth, four 7x9-in. napkins, 2 hoops, 4 skeins thread, needle, plastic thimble, scissors.
35 J 6097. (13 oz.) **1.09**

TOYS FOR LITTLE MOTHERS



Bathe dolly in her own bath

Folds for easy storage

Lift top for drying, dressing

ECONOMY BATHINETTE Sturdy wood frame construction—made to give many hours of busy play. Table top covered in pink rubberized fabric with Baby Blue trim. Rubberized tub has a shut-off valve, back panel with pockets for soap, sponge and wash cloth, included. Also has plastic apron. Measures 21x12x22 in. high.
R35 J 4404. Mailable. (5 lbs.). ...2.98

DELUXE BATHINETTE Electron baby sealed heat treated tub won't crack. Rubber tube drain with lock cap. Heavy gauge steel baked on enamel, 14x21x27 in. high overall. Pink plastic tub 17x10x6 in. deep; metal tray 4 pockets. Plus baby toilet bottle, sponge, soap, wash cloth, brush, plastic apron.
R35 J 4431. Mailable (9 lbs.) ... 4.49

BIG "WESTERN" TOY CHEST for boys and girls. Encourages children to be neat and careful; serves as precious space saver. Top and legs of maple finish wood, sides of Red masonite. Colorful western design. Chain holds top securely. Side cutouts for easy carrying from room to room. Overall size 28x14x16 in. high.
R35 J 3959. Mailable (20 lbs.) 6.95

DOLLY BASSINETTE

4.89

- Sturdy steel frame
- Pink plastic cover
- Folds for storage

ROLL-A-BED Super comfort for dolly! Rubber wheels roll on carpet, hold safely on rock. Measures 20x9½x7 in. deep, 18 in. from floor. Mailable. Shipping wt. 8 lbs.
R35 J 4425 4.89

Dolly Wardrobe 4.29 Chest of Drawers 4.29 Hutch Cabinet 4.29

1 DOLL WARDROBE of maple finish hardwood, 10 in. wide, 6¼ in. deep, 17¾ in. high. Mailable.
R35 J 4426 (9 lbs.) 4.29

2 DOLL CHEST Hardwood, maple finish. 3 drawers. 11 in. wide, 7¼ in. deep, 13½ in. high. Mailable.
R35 J 4429 (9 lbs.) 4.29

3 ROOMY HUTCH CABINET for "company" dishes. Maple finish hardwood, 11 in. wide, 6¼ in. deep, 20 in. high.
R35 J 4430 Shipping weight 9 lbs. Mailable 4.29

4.59

6.95

2.49

2.69

MUSICAL DOLL CRADLE Complete with Swiss music box plays nursery tune to rock dolly to sleep. Made of walnut finish hardwood, set on 2 sturdy rockers. Lace screen, make believe mattress. Measures 24x12 x20 in. high. Mailable.
R35 J 4406 (8 lbs.) 4.59

DELUXE CRIB Our finest crib; all slice with a blue baked-on enamel finish. Complete with convenient drop side and wood rollers. Sturdily built to withstand abuse—has longwearing wire spring. 28x15x21 in. high. Mailable.
R35 J 4423 (15 lbs.)....6.95

ECONOMY WOOD CRIB Sturdy all wood construction, finished in pink enamel to delight any little girl. Has an easy-to-operate drop side and 24x12-in. make-believe mattress. 24x14x19 in. high, 8½ in. deep. Low priced! Mailable.
R35 J 4427 (7 lbs.) 2.49

DOLLY HIGH CHAIR Sturdy steel construction with rubber tips on legs to prevent marring. Beautiful Ivory enamel finish. swing-over tray that really works and tiny foot rest. Measures 25 inches high by 11 inches wide. Mailable.
R35 J 3998 (6 lbs.) .2.69

ORDER ALL YOUR TOYS EARLY -PAY LATER, A LITTLE EACH MONTH!

B

C

D

A

Easel and Desk Blackboards

A ARTIST'S EASEL AND BLACKBOARD. Youngsters will be delighted with this easel-blackboard for both drawing and painting. Masonite Presdwood blackboard, 18x24 inches, coated with durable slate composition. Mounted on sturdily constructed 3-legged wood easel; metal hinged. Metal clamp on board holds large sheets of paper for drawing and painting "like real artist's easel." Clips at top hold charts for copying. Red enameled tray for paints, crayons, etc. Complete with 6 charts (3 cards) in color, 2 black and white charts (1 card), 10 sheets of drawing paper, 2 sheets of outline pictures, 3 jars of poster paint, plastic water cup, 10 crayons, 24 pieces of chalk, eraser, paint brush. 40 in. high
48 T 4970 M—Ship. wt. 11 lbs *Mailable*. . . .4.50

B SMALL FOLDING EASEL DESK BLACKBOARD. Writing surface of durable composition slate over Masonite Presdwood; inside is white "magic" erasable crayon slate, 13¾x11½ in. Maple finish wood frame, rack. Metal hinges. Colored alphabet and picture chart. 3 sticks chalk, eraser, 8 erasable crayons, flannel. 38 in. high.
48 T 4956 M—Wt. 7 lbs. 8 oz. *Mailable* 2.85

C MEDIUM FOLDING EASEL DESK BLACKBOARD. Writing surface of durable composition slate over Masonite Presdwood, 14⅞x13¾ in.; black outside, green inside. Varnished oak frame. Metal hinges. Utility rack. Ten charts (5 pages)—3 colored sides, 7 black and white sides, 8 chalks and eraser included. 40 in. high.
48 T 4967 M—Ship wt. 8 lbs. *Mailable*. . . .3.89

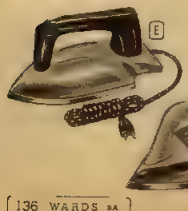
D REAL SLATE—LARGE FOLDING EASEL DESK BLACKBOARD. Has double writing surface of real black slate, 16x14 inches. Clear varnished heavy oak frame and utility rack. Metal hinges 17-chart colored scroll on rollers. 4 white chalks 4 colored chalks and eraser. 41 inches high.
48 T 4963 M—Ship. wt. 13 lbs. *Mailable*. . .6.39

E ELECTRIC PLAY IRON. Heats enough for light weight fabrics. Metal with red enameled top, bakelite handle. With cord and plug. For 110-volt, 60 cycle, AC or DC, Underwriters Listed.
48 W 4624—Abt. 5¼ in. long. Wt. 1 lb. 8 oz. 1.79

F PLAY IRON. Non-electric. Imitation cord; suction-cup plug sticks to wall. Smooth aluminum base, play "heat indicator," plastic handle.
48 W 4734—Abt. 5½ in. long. Ship. wt. 12 oz. .79c

G PLAY IRONING BOARD. Opens easily . . . locks securely Painted pine top abt 30 in. long. Extra sturdy steel under-frame Abt. 20 in. high
48 W 4735 M Ship. wt. 3 lbs. *Mailable*. . . .1.98

H TOY COCA-COLA DISPENSER Really works Youngsters will be delighted to get Coca-Cola from this "soda-fountain" dispenser. You just insert open Coca-Cola bottle in dispenser, pull lever down and drink pours into glass flow stops when lever is snapped back. Bright red and white heavy plastic. 8 by 10 by 9 in. high Two 2½-inch high plastic glasses included.
48 T 4687 -Ship. wt. 2 lbs. 12 oz. 2.89



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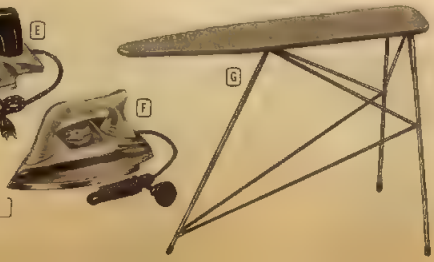

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F

H

Musical Toys that Really Play Tunes

R LARGE SIZE CHROMATIC TOY ACCORDION. Pearl silver plastic, contrasting pyroxylin coated bellows. Accurately tuned. 40 notes on right side in solo chromatic. Key of C. 20 plastic button keys. 4 bass button keys actuate 16 reeds. Air release valve. 5¼x10¼x6 in. closed.
48 W 1603—Ship. wt. 2 lbs. 2 oz . 8.75

T U TOY ACCORDIONS. Tuned in key of C with treble and bass keys. Plastic case, pyroxylin coated fabric bellows. Thumb and hand straps. Instructions with each

(T) 48 W 1655—"Super" 4x4¾x8 in closed 2½ octaves. 20 reeds. Ship. wt 1 lb. 3.39

(U) 48W1654—"Junior" 2¾x3½x5 in. closed 1½ octaves. 12 reeds. Ship. wt. 6 oz. 1.49

AA TOY SEWING MACHINE. Just turn handle as wheel to stitch. Actually sews with an even chain stitch. Lightweight steel, red enamel finish. Rubber suction cups hold it in place. Thread and needle included. Uses Singer 15x1 or White Rotary No. 1 needle. 8¼x8¾x4½ in.
48 T 4755—Ship. wt. 1 lb. 10 oz. 2.59

V 30-KEY CLEAR TONE SPINET PIANO WITH MATCHING BENCH. Replica of a real spinet of Walnut-finished hardwood—large enough for a child to sit at and play. Keyboard of 30 plastic chip-resistant keys, including sharps and flats. Chromatically tuned with a range of 2½ octaves. Top raises to form music rack. 22 in. high; bench 10¼ in. high. Music book incl. Ship. wt 24 lbs. *Mailable*. Terms, Pg. 222.
48 T 1634 M - $2.50 Down.....or Cash 24.95

W TRAP DRUM SET. Everything the little drummer needs—15-inch bass drum with fabric head, 6¼-inch snare drum, 6¼-inch tom-tom. Red metal rims. Steel foot beater, triangle, cymbal, 2 bells and 2 drum sticks.
48 T 1605L—Ship. wt. 5 lbs. 2.69

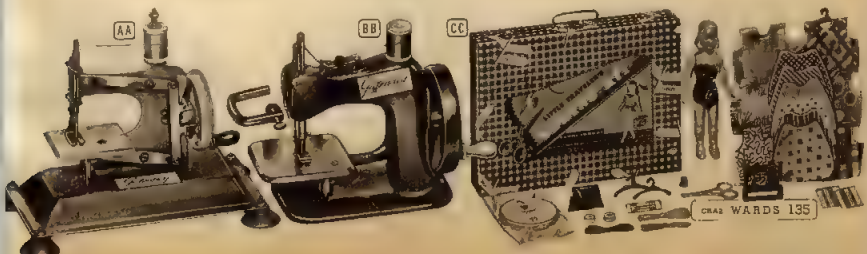
BB DE LUXE TOY SEWING MACHINE. Sews with even chain stitch—turn wheel to stitch. Precision built, enclosed mechanism. Aluminum body, green Hammertone finish. Clamp incl. Needle guard. With thread, needle. Uses Singer 15x1 or White Rotary No. 1 needle
48 T 4726—7x7x4 in. Ship. wt. 2 lbs. 6 oz. .5.59

X DE LUXE BABY GRAND PIANO. An exceptionally fine toy piano. Well-constructed hardwood body, polished Walnut finish. 25 plastic keys, including sharps and flats. Has heavy cast-iron tone bar, tempered piano wires for bell-like tone. Music book with six children's songs incl.
48W1627—Abt. 14x13½x6¼ in. Wt. 4 lbs. 4 oz. 4.69

Y STURDY BABY GRAND PIANO. Hardwood body has simulated Walnut finish. 20 plastic keys, including sharps and flats. Well tuned, same inner construction as (X). Instructions.
48W1626—Abt. 11½x11x6¼ in. Wt. 3 lbs. 4 oz. 3.69

Z BABY GRAND PIANO. Red enameled wood; 13 plastic keys, sharps and flats. Instructions
48W1625—Abt. 10½x8x5½ in. Wt. 2 lbs. 4 oz. 2.65

CC SEWING AND EMBROIDERY KIT. Full equipment for the young seamstress. A 10-in. doll to sew for plus 13 ready-to-saw pieces—for dresses, blouses, skirts, playsuit. Needles, thread, thimble, scissors, etc. Doll-size pocketbook, 3 hangers. Centerpiece, 4 napkins, embroidery floss, hoops.
48 T 4730 Case abt. 15x10 in. Wt. 1 lb. 12 oz. 1.89



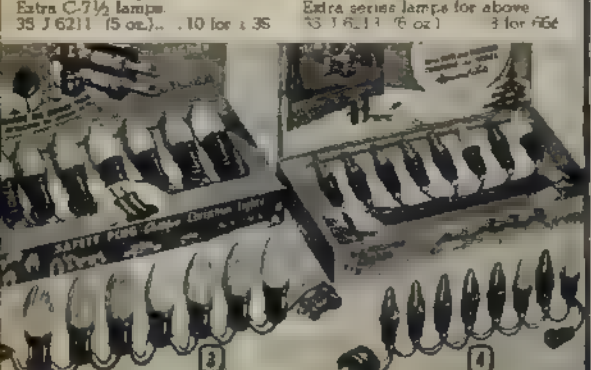
NOMA SAFETY PLUG LIGHTS

With fuse that protects beneath each prong! Quickly replaceable, guards against short circuits, overloads.

Bubble Lights **2.39** Series Type Set

(1) MULTIPLE LIGHT SETS If one light goes out, others keep burning. Lights secured with loops and wood beads. C-7½ G.E. lamps. Add-on socket. 15-Light Multiple Set.
35 J 6141 (1 lb. 10 oz.) **4.66**
35 J 6140, 7-Light (15 oz.). 2.35
Extra C-7½ lamps.
35 J 6211 (5 oz.) . . .10 for 1.35

(2) BUBBLE LIGHT SETS. Liquid containing glass candles. 7-Light Multiple Set.
35 J 6143 (1 lb. 7 oz.). **3.69**
Extra multiple lamps for above
35 J 6214 (6 oz.) . . .3 for 1.08
9-Light series type set
35 J 629 (1 lb. 8 oz.) 2.39
Extra series lamps for above
35 J 6213 (6 oz.) 3 for 66¢



(3) OUTDOOR LIGHT SETS. Multiple type, independently burning lights. Plastic-coated wire; 18 in. between lights. 7-Light Outdoor Set.
35 J 6142 (1 lb. 7 oz.). **2.88**
35 J 6121, 15-Lt. (2 lbs. 6 oz.) 6.25
Extra C-9½ lamps.
35 J 6212 (7 oz.) . . .6 for 91¢

(4) 8-LIGHT SERIES SET Indoor, series type. Uses 15 volt C-6 lamps, 16-in. spacing. Loop and bead secure lights. Bakelite sockets. Add-on plug. 8-Light Series Set.
35 J 6201 (11 oz.) **1.25**
Extra C-6 lamps.
35 J 6210 (4 oz.) . . .10 for 72¢

THRIFT LIGHT SETS Multiple type. If one burns out, others stay lit. See item 4 for extra lamps.
35 J 6216 7-Light (12 oz.) **1.79**
35 J 6216 15-Light (1 lb. 9 oz.) 3.79

8-LIGHT THRIFT SET Series type, C-6 lamps. Add-on socket. See item 4 above for extra lamps.
35 J 6217 (10 oz.) **89¢**

STANDING SANTA. All plastic; red and white Santa, green tree. Inside illumination. Fine for table, window. C-7½ lamp, add-on plug. 4½ ft. cord. 7¾ in. tall.
35 J 6178 (11 oz.) **1.29**

LIGHTED MUSICAL ALTAR Timeless beauty in marble-like ivory color plastic. Swiss music box plays "Ave Maria." 15-watt lamp illuminates 19 clear plastic candles color reproduction of "Last Supper." 2-way socket. 11x4½x11 inches high.
35 J 6269 (2 lbs. 11 oz.) . . . **8.98**

DELUXE CANDLES. Lustrous ivory color plastic; realistic wax drip effect. Plastic halos around C-7½ bulbs. Each candle 11 in. high with 3½ ft. cord. Bulbs, cords, sockets included. Wt. 13 oz.
35 J 6135 . . .Pr **1.29**

8-LIGHT CANDOLIER Decorate window, mantel or table—add holiday cheer to any room. Ivory color plastic tapered candles with wax drip effect; beautifully designed. Highest candle at center measures 11 inches high; base measures 20 in. long. Eight C-6 series lamps included.
35 J 6231 Sh. wt. 1 lb. 13 oz.. **2.89**

SNOW VILLAGE. Set up a real village under tree or on table. Printed cardboard fence (50 in. around) surrounds houses and church. Each house set on separate snow-like base with green tree. Cut out backs for placing lights. Sturdy—use year after year. Cardboard houses 5¾x4 in.
R35 J 6175. Mailable. Shpg. wt. 4 lbs. **2.29** Complete 2.29

Santa and Reindeer **98¢**

11-PC PLASTIC SANTA AND REINDEER SET For centerpiece, mantel or under the tree. Eight dashing 3 in. reindeer with red ribbon harness carry Santa or Christmas rounds. Santa sits in sled with small Christmas tree. Sleigh 4½ in. long, Santa 3¾ in. tall.
35 J 6285 Shipping weight 10 oz. Complete **98¢**

All electrical fixtures on these 2 pages U. L. approved, 110-120 volts, AC-DC.

BIG WILD WEST THRILLS WITH "FORT APACHE" SET

- Set up real battles with the Indians . . . defend frontiersmen in stockade
- Fun for boys and girls . . . re-creates the spirit of pioneer frontier life
- Beautifully detailed, complete inside and out . . . from blockhouse to teepee

Great fun re-living early days with easy to assemble set. Cabin flag of realistically guided metal, other items are sturdy plastic. Stockade formed of 11 sturdy interlocking log-type sections.

Gates and blockhouses open, place figures inside or out. Equipment complete to smallest detail from cannon that really shoots to cabin furniture.
R35 J 5069. Mailable. (7 lbs.) . . . Complete 5.89

"FORT APACHE"
in Scale Detail
5.89
COMPLETE

FRONTIER RIFLE. Thrill him with a rifle modeled after Army carbines. Push button under chamber to release magazine for loading. Detailed metal barrel, bullet chamber; plastic stock. Length: 35 inches.
R35 J 4117 Mailable. Shpg wt 4 lbs . . . 3.79

3.79

ROY ROGERS "CLICKER" RIFLE. Realistic western rifle of durable silver gray plastic. Roy Rogers design in gold color on stock. Repeating action. Measures 24 in. long.
35 J 4132 Shpg wt. 14 oz. 1.29

1.29

Characters for Wild West Shows

PLASTIC COWBOYS **87¢**
In 13 action-packed poses of the Old West. Thrilling western characters of bright-colored, soft vinyl plastic in many poses: shooting, fighting, riding. Excellent with frontier set above. Enjoyment for all.
35 J 5275 (9 oz.) . . . . . 87¢

INDIAN TRIBE **87¢**
Twelve Indians—chiefs, braves, squaws, kea action poses; war dancing, shooting bow and arrow, smoking peace pipe. Colorful, detailed soft vinyl plastic. Right from old west, here is fun for every western fan.
35 J 5276 (8 oz.)

HORSE SET **87¢**
Twelve piece set includes 4 horses in action poses, saddles, bridles. All in bright, soft vinyl plastic. See figures above for [illegible]
35 J 5277 (9 oz.) 87¢

All Plastic
2.69

WESTERN WAGON SET
- High-impact pliable plastic

He'll be delighted to find this under the tree. Wonderful to plan his own adventures with durable plastic wagons and stage coach. Three teams of four natural-color horses; each team pulls wagon. Each unit 12 in. long with horses. Shpg. wt. 4 lbs.
R35 J 5068. Mailable . . . 2.69

INDIAN CHIEF OUTFIT

2.49

- Big 3-piece outfit
- Realistic design
- Durable—colorful

Fine gift for your little would-be Indian! Realistic-sounding tefs tom has rubber heads with Indian design, drum beaters. Feathered headdress with felt front, rayon lined back. Red felt vest has Indian design. Fits children up to 10 years. (2 lbs.)
35 J 5067 . . . 2.49

GAMES

DON'T MASH or MISS

ELECTRIC HOT POTATO—*a very original item.*

Baseball — Football — Basketball — TV Quiz and other Electric Games for young children.

ROOM 405 — THE FIFTH AVENUE BUILDING

MONROE OSTEN—BILL COLLIN—MEL HAVELIN—BILL WEINBERG

THE ELECTRIC GAME CO.

716 FRONT STREET, HOLYOKE, MASS.

See MARLIN'S *Sensational*

SUN Magic PICTURES

at the TOY FAIR

SELLING IN RECORD-SMASHING QUANTITIES AT 10¢

VIVIDLY COLORED SELF-SELLING DISPLAY
Holds 6 Dozen Kits

✧

MORE THAN 150 DIFFERENT NEGATIVES
Includes Famous Cowboys, Aircraft, Boats, Athletes, Etc.

✧

EACH 10¢ KIT CONTAINS
1 Picture Holder . . .
6 Picture Papers . . .
3 Different Negatives . . .

✧

EACH KIT PACKAGED IN ALUMINUM FOIL

✧

DEVELOP BY SUNLIGHT or Bright Indoors
NO CHEMICALS NEEDED

IMPORTANT!

New Marlin Low-Priced Sensation To Be Introduced At Toy Fair!

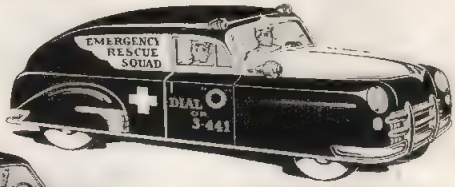
Advance survey among buyers has already told us the story. See us at Room 939, Hotel New Yorker, at the Toy Fair, and we are sure you will agree that sales in the millions are waiting for this great new Marlin item. It's a natural if there ever was one. Don't miss this important first showing.

MARLIN ELECTRIC CO. • 1752 N. CAMPBELL AVE., CHICAGO 47, ILL.

LUPOR MECHANICAL TOYS

featuring

NEW MODELS FOR 1952



NO. 800—EMERGENCY RESCUE TRUCK—FRICTION SIREN DRIVE

Gaily lithographed in 5 colors—10⅝" long, 4 5/16" wide, 3¼" high. Packed one to a box, one dozen to carton. Approximately 14 lbs. per shipping carton

Write for new prices and catalog.

NO. 805—STATION WAGON—FRICTION DRIVE

Gaily lithographed in 6 colors—10⅝" long 4 5/16" wide, 3¼" high. Packed one to a box, twelve to a carton. Approximately 12 lbs. per shipping carton.

Toy Fair Display
HOTEL McALPIN, ROOMS 749-751
Joseph Portolano, Eugene Sackman
Representing

LUPOR METAL PRODUCTS, Inc.

242 EAST 137th STREET **NEW YORK 51, N. Y.**

S-BAR-M

Creators and Producers of

COWBOY HOLSTER & GUN SETS

ANNOUNCES A NEW LINE FOR 1952

MOTIFS and designs heretofore associated with our higher priced numbers, now characterizes our 1952 line . . . but in popular price ranges where the big volume is done.

JOBBERS, MAIL-ORDER HOUSES, CHAINS, DEPT. STORE BUYERS . . . don't fail to see the S-Bar-M line at the American Toy Fair, March 10 to 19 at these locations:

Hotel New Yorker	Room 972
Hotel McAlpin	Room 644

We are proud to announce the appointment of MR. ERNEST NATHAN, with offices in Room 1263, 200 Fifth Avenue, as our Eastern Representative.

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Diamond Line — MADE IN U.S.A. — TRADE MARK — REG. U. S. PAT. OFF.

GREETING CARDS

For all occasions Christmas, Easter, Mother's Day Father's Day, Valentine Day, etc Box Assortments. Cellophane packages Wire Display Racks, Cabinet Assortments, Open Merchandise and Individually Boxed Cards.

Our salesmen will be happy to greet you and show you all of our publications at the

HOTEL McALPIN, ROOM 947
during the TOY FAIR,
or at our New York office.

We maintain a stock of 20 million cards at all times, assuring prompt shipment.

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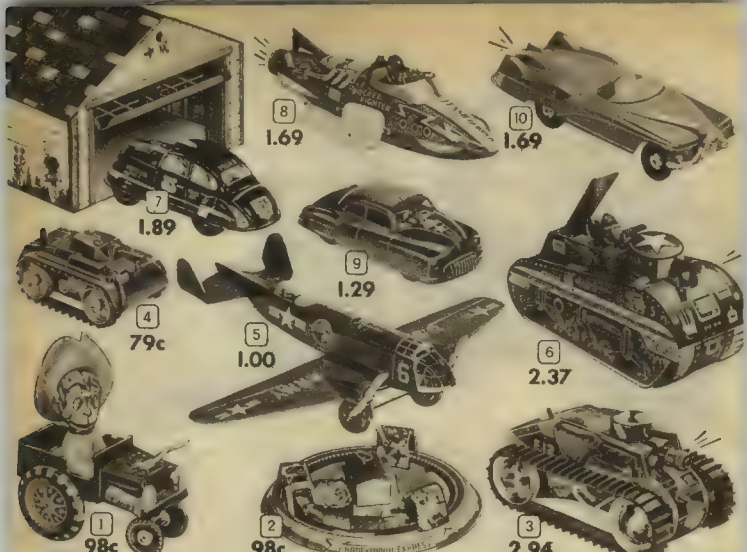

Low as 79¢

Bargain buys to delight a lucky tot! —whiz-along toys by famous Marx!

1. SHERIFF SAM IN WHOOPEE CAR. Just wind motor to see Sam careen in crazy circles and rear back bronco style on the rear wheels of his car while his ten gallon hat flys off in all directions. Plastic, lithographed metal.
352 Y 5326—Ship. wt. 14 oz. With key..... **98c**

2. HONEYMOON EXPRESS—streamlined train runs through tunnel and over bridges past pretty landscapes lithographed on steel. Strong spring motor, handy brake for quickest stops. 9¼-inch diameter. For hours of fun.
352 Y 5323—Ship. wt. 1 lb. 3 oz..... **98c**

3. SPARKLING TANK WITH RECOILING GUN! Runs-climbs while moving turret guns harmlessly "spark"; Rat-tat-tat machine gun noise! Lithographed steel. Clockwork motor, rubber treads, rear hook. Dummy cannon recoils.
352 Y 5327—8½x5¼x5¼-in. Wt. 2 lb. 6 oz. **2.94**

4. CLIMBING TANK maneuvers steep grades, obstacles! Army O.D. colors on plastic. Long-run, steel-housed mechanism, wide wheels, rubber treads. Gun turret, brake, key included. 5¾x3½x3-in.
352 Y 5325—Ship. wt. 12 oz. **79c**

5. BOMBER PLANE—2 free spinning props, 2 landing wheels! Military lithograph on steel! Long-run motor. Wings 18¼x3⅞-in.
352 Y 5329—Fuselage 13¾-in. Wt. 1 lb. 8 oz. **1.00**

6. SPARKLING TANK! Turret guns spark, rat-tat-tat as clock-spring motor runs in triangle, turns—man pops out! Harmless. Litho. metal.
352 Y 5371—10x4½x5¼-in. Wt. 1 lb. 14 oz.. **2.37**

7. MAGIC-DOOR GARAGE—Police car races to automatic double door—spring raises door as car hits! Friction motor. Lithographed steel.
352 Y 5316—9½x9x6-in. Wt. 2 lb. 1 oz.....**1.89**

8. "FLASH GORDON" steel rocket ship. "Flash", machine gun in cockpit! Exhaust "sparks" harmlessly, "rat-tats". Spring motor.
352 Y 5305—12x3⅜x4½-in. Wt. 1 lb. 3 oz...**1.69**

9. MILITARY SIREN RIOT CAR—wailing siren, sparkling machine gun! Olive-drab plastic. Reinforced steel bottom, friction motor.
352 Y 5340—9½x4x2⅞-in. Ship. wt. 15 oz...**1.29**

10. SABRE—sport car of future! Plastic bumper, windshield, figure. Silver color trim. Friction motor—sparks, siren!
352 Y 5334—11x4½x3-in. Ship. wt. 1 lb. 8 oz. **1.69**

FARM SET—77-pc. complete modern farm for Christmas fun! · 4.69

ALWAYS SOMETHING TO DO ON THIS FARM! Hours of fun doing the chores with tiny models. 77-PC. MODERN FARM SET. Big hipped-roof metal barn (13⅜x9¼x9¼-in.). Lithographed in Red, Green. All edges, windows turned. 14 barn accessories: feed bags, bales of hay, pail, cow stall, etc. Farm tractor with 6 implements. 21 solid animals: horse (2⅜-in. high. Other figures in proportion), cows, chickens, pigs, etc. 5 people, 1 scarecrow, 1 tree, 16 section fence (ea. 5-in. long). 6 tiny birds to sit on fence.

35 Y 5315E—Mailable. Ship. wt. 10 lb. **4.69**

1. (below) CLIMBING, SPARKING TRACTOR with scraper. Harmless sparks fly from exhaust. Bright lithographed steel. Rubber treads hold on inclines. With road scraper, hook at rear. Brake. Driver in seat. Heavy, long running clock spring motor.

352 Y 5317 —Abt. 8¾x5½x5¼-in. Wt. 1 lb. 10 oz. **1.69**

Shown below—Farm accessories to make little farmers happy. Ideal Tree gifts

2. 5-PC. FARM SET—Red metal tractor (6¾x3½-in. high) with rubber tires. Bright Red and Gray accessories: metal utility spreader, wagon, plow. Metal and wood disc. Metal and plastic hay wagon. All can hook to tractor. Fine gift!

352 Y 5321—Wt. 3 lb. **2.79**

3. 6-WHEEL REVERSIBLE TRACTOR. (3¾x4½x6¼-in.). Lithographed steel. Sure grip rubber treads, strong clock spring motor —climbs steep inclines. Brake, reverse lever. Body (7½x4½-in. wide). Tiny tools, link chain incl. Driver in seat. Key attached.

352 Y 5312—Wt. 2 lb. 10 oz. **3.35**

4. WALKING, MILKING COW (5½x3⅞x2½-in. wide). Brown and white molded plastic. Pull tail, milk flows! No mechanism. Tie string to neck. Drop over table.

352Y5306
Wt. 7 oz. **89c** 4

Just like mothers... they're
LIFE SIZE
Tea Sets
WORCESTER WARE is the original. The only real LIFE SIZE tea-time sets.
WORCESTER WARE
New...
TEA SETS • REFRESHMENT SETS • GARDEN SETS
PICNIC SETS • SUN 'N' SAND BEACH TOYS
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Sole Sales Representatives
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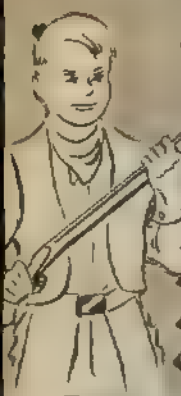
PLAYTHINGS, INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.
WORCESTER TOY CO.

OH, BOY! REAL-ACTION RIFLES



A JET AUTOMATIC RIFLE. Great fun for youngsters. Sturdy plastic construction with aluminum barrel. Loads 6 plastic balls at one time . . . pump action ejects balls forward one at a time. Economically priced. **2.69**
R35 J 4196. 28 in. long. Shpg. wt. 3 lbs. 2.69

B DOUBLE BARREL POP GUN. All the excitement of a real gun! Air propels cork with loud pop. Safety device retains corks in barrel of gun. Heavy steel construction with wood, walnut stain stock. 2 triggers, break action. **1.49**
R35 J 4166. 28 in. long. Shpg. wt. 4 lbs. 1.49

C "G-MAN" MACHINE GUN. Watch the harmless sparks fly, hear the rat-a-tat sound. Flint for shooting sparks is replaceable. Runs on strong clock-spring wound motor. Constructed of sturdy plastic and lithographed steel. **2.29**
R35 J 416. 26 in. long. Shpg. wt. 4 lbs. 2.29

GUNS THAT POP, BUZZ, SMOKE, SPARK!

- Each gun with special feature
- Designed for cowboys, spacemen or pirates

D 2 WESTERN SIX GUNS. Real wild-west action, with big 9-in. break action, repeater type cast iron guns. Richly engraved effect plastic grips, jewel studded.
35 J 4130. (1 lb. 12 oz.) 2 for **1.64**

E LOOK—WESTERN SMOKE GUN! Press the trigger—hear loud click see the realistic smoke! 9-in. gun. Package of talcum powder included provides smoke. All plastic.
35 J 4149. Shpg. wt. 8 oz. . . . . **92¢**

G PLASTIC "ZOOM" GUN for space rangers. Streamer recoils after each shot. Spring loader.
35 J 4126. Shpg. wt. 9 oz. **89¢**

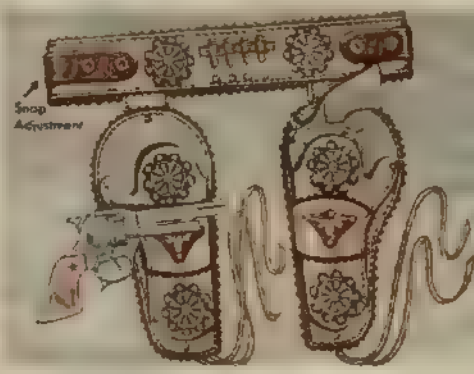
H PIRATE GUN. See sparks fly. Repeating clicker action. Durable red plastic, gold color trim.
35 J 4133. Shpg. wt. 6 oz. **89¢**

J BUCK ROGER SONIC RAY GUN. Adjust for light or buzz or both. Works on batteries included.
35 J 4148. Shpg. wt. 14 oz. . . . **1.87**

BIG SELECTION

SURE-FIRE WILD WEST OUTFIT **3.94**
- Complete outfit for young cow-pokes
- Genuine natural color leather holsters

Rarin' for action. Holsters hold 7½-in. polished metal rodeo type six shooters. Adjustable buckle 1-in. belt, 31 in. long. Big set includes leather cuffs, spur holders, 6-ft. lariat, red neckerchief, metal holster.
35 J 4102. (2 lbs. 6 oz.) . . Complete 3.94



HANDSOME DOUBLE HOLSTER SET **5.69**
- Top grain fancy leather holsters
- Break-action repeating six shooters

Here's a set to thrill young range riders! Real western steerhead design and metal stud trim holsters hold 9-inch "Texan Jr." repeating type six-shooters. Break action guns are polished metal, white plastic steerhead design grips. Fine leather belt has special snap feature to fit 22- to 29-inch waists—full 2½ inches wide. Felt backing provides comfort and extra wear.
35 J 4109. Shpg. wt. 3 lbs. 7 oz. . . Complete 5.69

METAL-STUDDED DOUBLE HOLSTERS **3.98**
- All stress points riveted—extra strong

Any young cowpoke will be delighted with this set. Genuine leather holsters with "Texan Jr." 9-in. break-action polished metal guns with ivory plastic handles. Two-inch wide belt adjusts to fit 22- to 29-in. waists.
35 J 4108. Shpg. wt. 3 lbs. 7 oz. . . Complete 3.98

FOR YOUNG "CHAMPS"—HELPS BUILD STRONG MUSCLES, HEALTHY BODIES

Converts from floor to wall model easily

2-Way Striking Bag **6.95**

THIS WAY OR THIS WAY

1

2

Archery Set **2.98**

3

19-Pc. Kit **2.98**

4

24-Pc. Kit **5.88**

REGULATION SIZE **1.98**

7

JUNIOR FOOTBALL OUTFIT

9

Golf Set **98¢**

5

ALL STAR SPORTS KIT

6

Midget Football **98¢**

8

Ski Skates **1.49** pr.

10

Make a basket ring the bell!

RING RING

Ice Skates **1.29** pr.

11

Roller Skates **1.55** pr.

12

Basketball Set **2.39**

13

INDOOR OR OUTDOOR

- Regulation size basketball, pump, needle
- Over the door bracket for use indoors
- Bracket extends hoop 3 in. from backboard

Complete **3.69**

14

"WE WOULDN'T FARM WITHOUT 'Cat' Diesel Tractors"

"We couldn't farm without 'Cat' Diesel Tractors. We've proved they save 60% on fuel bills, and do at least twice the work of any other tractor of equal horsepower on the place." ***E. A. J. Wick of Hutchinson, Minn.*** (His son, Gayle, is shown above.)

"I wouldn't farm without my 'Cat' D2 Tractor...it operates for less than my smallest gasoline wheel tractor, yet has ample power for the big jobs. Our wheel tractor burned 25 gallons of gas daily, pulling 2-14" bottoms. This 25 drawbar h.p. D2 (new models have 32 h.p.) pulls 3-14" bottoms on 15 gallons of Diesel fuel."

Howard Myers, York, Pa.

■ Each of the men shown here farms with a "Caterpillar" Diesel Tractor. "Caterpillar" ownership has netted them extra savings in fuel, manpower and field time . . . savings that would not have been possible with ordinary farm tractors. All agree, "We wouldn't farm without 'Cat' Diesel Tractors." Look forward to owning one. Talk it over with your "Caterpillar" Dealer. Since "Cat" Diesel Tractors are vital for national defense as well as other vital industries, you may have a short wait for delivery. Please be patient. You'll find them well worth waiting for!

CATERPILLAR TRACTOR CO., Peoria, Illinois

"Wouldn't farm without a 'Cat' Diesel Tractor . . . nor would I sell mine for $20,000 if I couldn't get another. This wet bottom ground wouldn't raise much without the D4. In addition to our regular farm work, we've cleared about 250 acres of timberland with the D4. Use it more than any other tractor on the farm."

Fred Thomsen, Council Bluffs, Ia.

CATERPILLAR

REG. U. S. PAT. OFF.

Diesel Farm Tractors

DIESEL ENGINES
TRACTORS • MOTOR GRADERS
EARTHMOVING EQUIPMENT

owners prove... more pull-power

...with a McCormick® FARMALL® Super C

"It's a real lugger..."

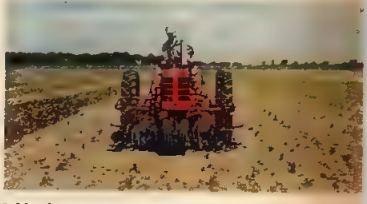
The Super C delivers so much *pull* from its horsepower that owners say it's tops on *every* job. They like the way the Super C breezes along with 2-plow, 2-row mounted implements in toughest going. They *marvel* at the way Super C balanced weight provides *traction* for trailing implements and other heavy *drawbar* loads. You get all-season, all-job pull-power with a Super C.

"My gas man is complaining..."

Try your IH dealer's Super C demonstrator on a day's hard work ... measure the fuel you use. Owner after owner reports that the Super C does as much work as many other tractors *on 15 to 25 per cent less fuel.* That's because power of the thrifty valve-in-head engine is properly balanced with tractor weight, then converted into positive traction by the big, 54-inch-high tires.

"Slickest tractor for planting..."

Cross-check, hill-drop or drill up to 35 acres a day with a Super C and McCormick *forward-mounted* corn planter. With disc brakes and super-easy steering, you turn *fast* at the ends. You get biggest yields, too, because you can plant the exact number of kernels to *match the fertility level* of your soil, while applying just the amount of fertilizer you need.



"I like the UP and DOWN hydraulic pressure..."

Farmall hydraulic Touch-Control lets you apply *down pressure* to either or both gangs of the Super C cultivator, *individually.* You also can raise or lower each cultivator gang separately, or use delayed lift for the rear section. Hydraulic pressure up or down *is continuous,* whether clutch is in or out, whenever the engine is running. Hydraulic Touch-Control is *complete* control!

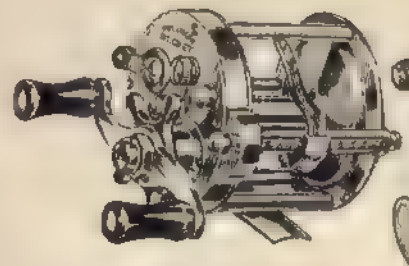
You can prove it, too!

Prove to yourself that the Farmall Super C leads the 2-plow, 2-row field in pull-power, in fuel economy, in speed and quality of doing ALL farm work! . . . Arrange with your IH dealer NOW for a Super C pull-power test on your own farm

INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors
Motor Trucks...Crawler Tractors and Power Units...Refrigerators and Freezers. General Office, Chicago 1, Ill.

ALL PURPOSE REELS—TROLLING REELS SURF-CASTING REELS

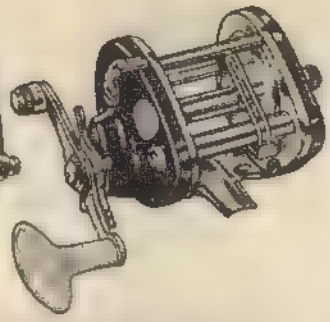


Pflueger Rocket No. 1355. This ant. buck ash., level-wind reel is suitable for either salt or fresh water fishing. Exceptional line capacity. Standard spool, throw-off star drag, chrome finish. Gear ratio 3 to 2 to 1. Retail 13.50.

No. 16R71. Each 8.62

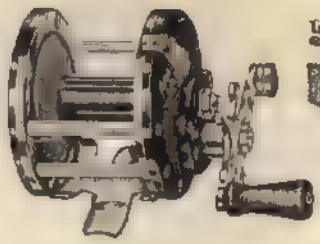
Pflueger Rocket No. 1345. Same as above without star drag. Retail 10.00.

No. 16R72. Each 6.54



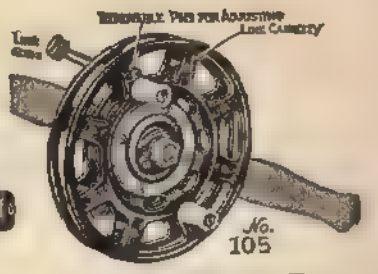
Ocean City Topsail No. 922F. Large capacity level wind reel for general all-around fishing. Offers synchro-mesh [illegible] Two-tooth pawl. Chrome plated spool. [illegible] Retail 13.95.

No. No. 16R126. Each.....8.21



Penn Bay Reel No. 180. Light weight reel designed for fresh water lake fishing and light ocean fishing. [illegible] Retail 7.50.

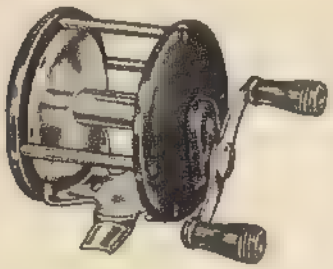
No. 16R142. Each.....4.41



Heddon-WINONA REEL

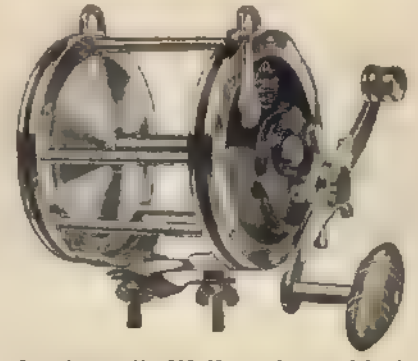
Heddon-Winona Reel No. 105. Gear [illegible] Retail 10.00. Dealer 6.00.

No. 16R156. Less 2% net, each 5.88



Ocean City Sealake No. 930. Economical sea and lake trolling reel that is triple multiplying with gears always in mesh. Bakelite side plates, double handle knobs of plastic. Nickel plated parts including spool. Weight 9 oz. Capacity 150 yds. of 27 lb. test line. Retail 2.95.

No. 16R124. Each.....1.74



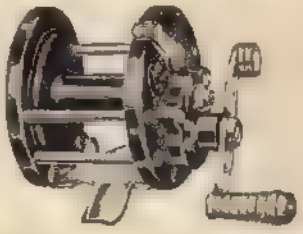
Penn Senator No. 113. Heavy duty reel for big game fishing. Nickel silver spools, heavy steel driving gears; stainless steel pinion gears; powerful smooth drags made from [illegible] Equipped with [illegible] Retail [illegible]

No. 16R143. [illegible] .12.94

Penn Senator No. 114. Same as above [illegible] capacity 400 yards No. 18. Weight [illegible] lbs. Retail 32.00.

No. 16R144. [illegible] .18.82

Note: Penn Senator reels are available in 9, [illegible], 12/0, 14/0 and 16/0 sizes on special order.

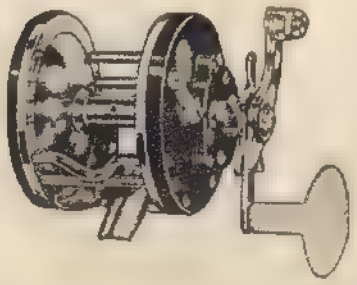


Penn Bay Reel No. 190. Ideal for light tackle bay fishing and fresh water trolling. Rec. seat fits fresh and salt water rods. Triple multiplying, free spool; sliding click. Nickel plated metal parts. Capacity 100 yards No. 9 line. Weight 11 oz. Retail 5.00.

No. 16R141. Each.....2.94

Premax Trolling Reel No. R 440. Well built reel with adjustable line guide and quick acting drag. Designed for mounting horizontally on any straight [illegible] Light plated finish. Weight 7 oz. Retail 2.00.

No. 16R136. Each 1.24

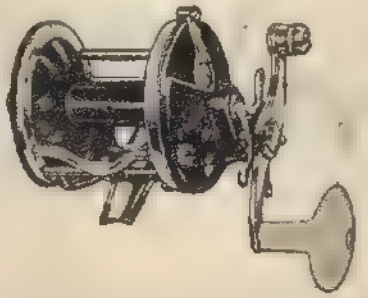


Ocean City Bay City No. 113. Star drag reel for general salt water use for deep lake trolling. Chrome plated spool; reinforced side plates; saddle thumb bar; automatic free spool lever. Capacity 300 yards No. 9 line. Weight 22 oz. Retail 11.50.

No. 16R123. Each.....6.76

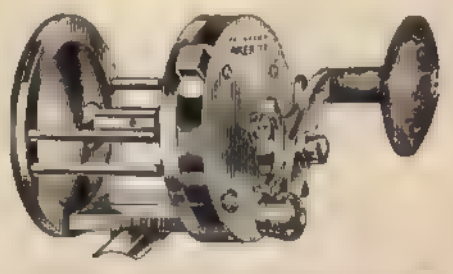
Ocean City Bay City No. 112. Same as above with capacity 250 yards No. 9 line. Weight 20 oz. Retail 9.95.

No. 16R129. Each.....5.85



Ocean City Hampton No. 994. Wide spool reel with Smooth-Easter control and Zephyley spool. One screw take apart. Oilite [illegible] bearings, smooth working [illegible] metal reinforced bakelite side plates. [illegible] handle with patented screw lock and wrench. Saddle thumb bar. Supplied with an extra spool and equipped with bar type reel clamp. Gear ratio 3 to 1. Weight 17.3 oz. Capacity 250 yds. of 27 lb. test line. Retail 16.50.

No. 16R127. Each.....9.70



Pflueger Akerite No. 2068. A [illegible] thumbless surf casting reel. Free spool strip [illegible] take apart. Adjustable tension and cups are featured. Hardened steel pivots; generated spiral tooth gear and crank. Gear ratio 2½ to 1. Retail 15.95.

No. 16R68. Each.....11.08

Automatic and Single Action FLY REELS

Martin Tuffy No. 63. Low priced automatic fly wheel finished in mottled grey with natural aluminum trim. Well constructed of strong materials. Knot-free stripping. Retail 7.50.

No. 16R80. Each.....4.41

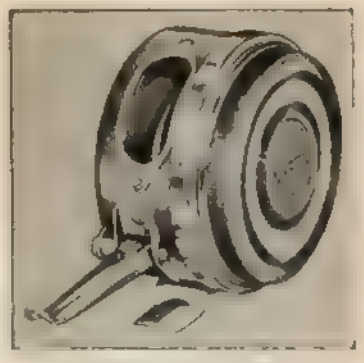
South Bend Oren-O-Matic Fly Reel. A free-stripping automatic reel that operates silently. Anodized gun coor finish with chrome plated line guide. Automatic line brake. Easy take down. No excessive clearance between spool and frame.

No. 16R53. Capacity 50 yds. Retail 11.00. Each.....6.47

No. 16R54. Capacity 80 yds. Retail 11.50. Each.....6.76

Shakespeare Silent Tru-Art Automatic Fly Reel No. 1837. This free stripping reel has a green anodized aluminum frame and head cap. Chrome plated line protector on both sides makes it suitable for right or left hand use. 80-yard G level Line capacity. Weight 9½ oz. Retail 10.50.

No. 16R27. Each.....6.18



Martin Blue Chip No. 83. Finest quality automatic fly reel made. Made of finest materials available. All working parts hand polished to extreme accuracy. Exterior finish in bronze color with satin chromium trim. Non-slipping, silent wind take down features included. Each reel complete with chamois bag. Retail 22.50.

No. 16R81. Each.....13.23

Martin Fly-Wate Model 38G. Automatic fly reel ideal for light tackle outfits. Made of green anodized aluminum alloy. Full free-stripping, silent winding; adjustable release lever. 225 feet G line capacity. Retail 10.50.

No. 16R83. Each.....6.18

Ocean City Automatic Fly Reel No. 90. New type fly reel with one-piece die-cast aluminum frame; chrome-plated line guide; aluminum spool; one-screw take apart. Gear and spool brake packed in grease. 80 yard capacity. Retail 12.50.

No. 16R120. Each.....7.35

Heddon No. 37. Automatic fly reel finished in anodized mahogany. Free stripping. Well constructed of high quality materials. Features moderate capacity without excess weight. Retail 10.50.

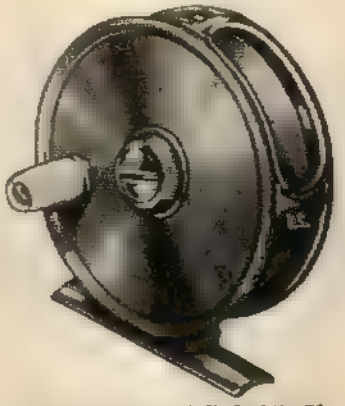
No. 16R159. Each.....6.18

Martin Fly-Wate Model 48. Upright model automatic fly reel, light in weight yet sturdy in construction. Free stripping, non-slipping silent winding mechanism, easy take down. Green anodized finish. 22 foot G line capacity. Retail 10.50.

No. 16R84. Each.....6.18

Ocean City Fly Reel No. 35. Light weight aluminum reel finished in black baked enamel. Equipped with Duo-Drag—adjustable click and silent drag. Chrome line guide, aluminum spool. Weight 5 oz. 60 yards line capacity. Retail 3.95.

No. 16R117. Each.....2.32

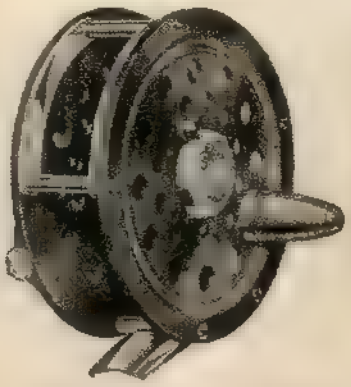


Ocean City Plymouth Fly Reel No. 76. Constructed of one piece aluminum with gun metal finish, this reel can be used as a right and left hand model. Aluminum spool; silent type drag, click, coin screw take apart. 60 yards capacity. Retail 5.95.

No. 16R110. Each.....3.50

Ocean City Plymouth Fly Reel No. 77. As above, 100-yard capacity. Retail 7.50.

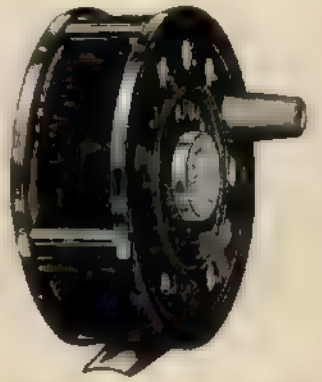
No. 16R109. Each.....4.41



Pflueger Medalist Reel. An outstanding reel of the Trout and Salmon class. Stainless steel line guard, adjustable drag; satin nickelum in a gun metal finish. Exclusive adjustable weight feature.

No. 16R71. 5¼ oz. Retail 9.00. Each.....5.78

No. 16R74. 6 oz. Retail 9.50. Each.....6.12



Heddon "Imperial" Fly Rod. Entire frame and spool are of die-cast aluminum anodized in the dull black finish. Roller line guide has a rectangular opening and smooth running roller at top and bottom. Bearings are of steel and bronze. Click and ratchet gear are heat treated steel. Weight 6 oz. Diameter 3¾ inches. Retail 12.00. Dealer 7.20.

No. 16R157. Less 2% Net. Each 7.06

Big-truck capacity and heavy-duty features

—the ONLY half-ton pickup truck that has them all!

IT'S big—full 125¾-inch wheelbase with 7 foot, 5 inch body—extra length that gives it "big truck" capacity.

But that's only part of the story!

GMC ALONE builds all the following 5 important, heavy-duty features into this model—features most manufacturers reserve for large, over-the-road trucks built to operate 100,000 miles a year:

They are (1) Tocco-Hardened Crankshaft, (2) full-floating piston pins, (3) rifle-drilled connecting rods, (4) steel-backed, airplane-type main and rod bearings, and (5) full-pressure lubrication to all main bearings and piston pins.

They pay off in durability and lower maintenance—fewer truck failures during critical farm periods. It's part of the extra value that goes with the *real* truck you'll get when you go to your nearest GMC dealer's!

GMC Truck & Coach Division of General Motors

Big-truck capacity and heavy-duty features

—the ONLY half-ton pickup truck that has them all!

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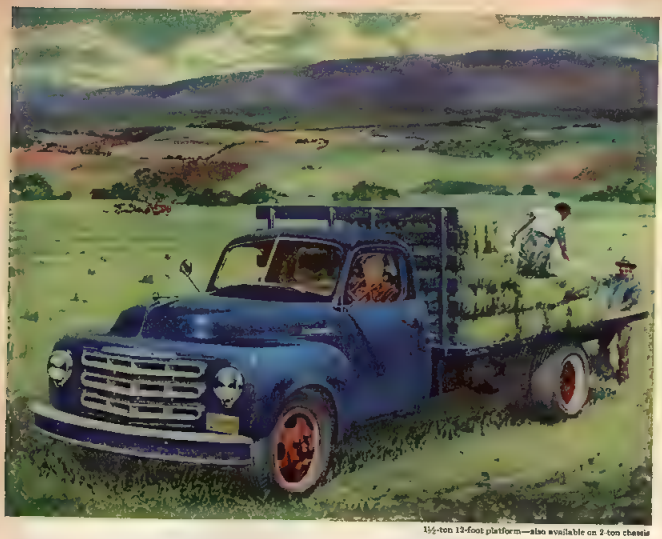
GMC Truck & Coach Division of General Motors



1½-ton 12-foot platform—also available on 2-ton chassis

THRIFTY STUDEBAKER TRUCKS STAND UP AMAZINGLY LONG

In the fields—or on the highways—a Studebaker truck stays solid and sound, no matter how hard you work it. What's more, there's no power-wasting excess weight in a Studebaker truck's husky structure. This saves you plenty of gasoline year after year.

There's a size just right for every farmer's requirements in the comprehensive Studebaker truck line. Your range of choice runs from ½, ¾ and 1 ton pick-ups or stakes to the powerful 1½ and 2 ton models.

Foot controlled ventilator enables the driver to keep the air in the cab fresh—provides extra coolness on hot days. Adjustable seat with an Adjusto-Air cushion. Light duty models have steering post gearshift.

Look how easy it's to load or unload a Studebaker pick-up. The double-walled box of heavy gauge metal is just the right height. Tail-gate is securely hinged at center and each end. Big visibility rear window.

Enclosed steps are fully protected from slippery mud and muck. Low cab floor. Wide doors with automatic hold open stops. Window swings to tight-gripping rotary catches.

©1947 Studebaker Sales Corp. Indiana, U.S.A.

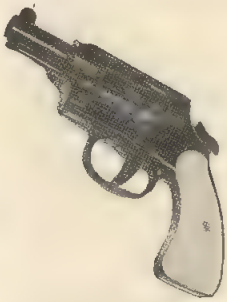
NOVELTY PISTOLS

ROCKET GUN

TV star Buzz Corry's rocket gun that shoots the warhead missile. Explodes on contact with target. Absolutely harmless. Uses paper caps. Rugger suction cup on missile

No 52638
U. S PLASTICS CO

Dealer Price	A8-97 O
Suggested Retail Price	$1.49 ea
Inv. _____ Pur	



SPARKLING REVOLVER

Sturdy detailed plastic construction in shiny black, simulated pearl grip. Has long running motor. Key attached Harmless sparks are emitted from muzzle, hammer cocks and releases. Dozen to carton. 6½" long, 1½" wide 4¼" high

No. 52646—Mfr. No. 044
LOUIS MARX & CO.

Dealer Price	L8-97 Y
Suggested Retail Price	$1.49 ea.
Inv._____ Pur._____	

WATER PISTOL

Frontier six shooter type pistol that ejects long streams of water as trigger is pulled Embossed western figures on handle. Made of plastic. 9" long Thirty-six per carton

No. 52670—Mfr. No. 076
LOUIS MARX & CO

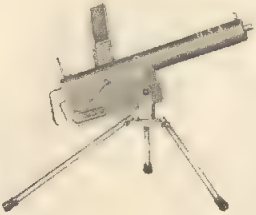
Dealer Price	F3-44 X
Suggested Retail Price	$ .69 ea.
Inv._____ Pur	

FLYING SAUCER GUN

Clever plastic made gun with strong spring that shoots propeller disks high into the air. It's safe and lots of fun. Equipped with three disks Red and yellow finish.

No. 52673
U. S PLASTICS CO

Dealer Price	H4-65 S
Suggested Retail Price	$ .98 ea.
Inv. ___ Pur._____	

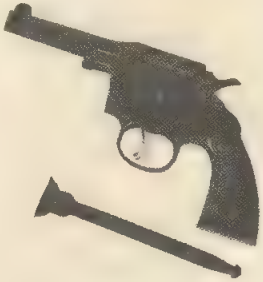


MACHINE GUN

All metal machine gun that operates by turning crank handle. Shoots lightweight wooden bullets. Use with or without tripod. Turns on swivel to all angles Includes 24 wooden bullets 28" x 42". One in carton.

No. 52680—Mfr. No. 800
TRU-MATIC TOY CO.

Dealer Price	X83-90 T
Suggested Retail Price	$5.95 ea
Inv._____ Pur	



PLASTIC DART PISTOL

Realistic plastic target gun. Well proportioned and detailed. Supplied with one plastic rubber tip suction cup dart which is inserted through muzzle of gun and propelled forward by depressing trigger. 6⅞" long. 36 to carton

No. 52682—Mfr. No. 053
LOUIS MARX & CO.

Dealer Price	A8-26 E
Suggested Retail Price	$ .39 ea.
Inv._____ Pur. _____	

RIFLES—MACHINE GUNS

DURLAN MACHINE GUN

Fires 20 harmless .30 calibre plastic bullets rapid fire at one loading. Made of black acetate plastic. Uses hollow plastic bullets that are safe. Easy to load. 25½" long. Six to carton.

No. 52632 — Mfr. No. 2550
PRECISION SPECIALTIES

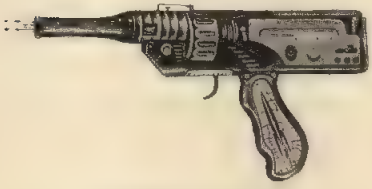
Dealer Price _____ F52-60 Y
Suggested Retail Price $3.98 ea.
Inv._____ Pur._____

COWBOY LEVER ACTION RIFLE

A realistically designed rifle that will please any small cowboy. Operates on lever action and shoots corks. Sturdy metal and wood construction. Measures 27" long

No. 52639—Mfr. No. 2
PARRIS MFG. CO

Dealer Price _____ M51-30 N
Suggested Retail Price $1.98 ea.
Inv._____ Pur._____



SOLAR RAY GUN

Terrific action with every pull of the trigger. Gun emits stream of sparks. Uses lighter flints. Plastic barrel and window. Lithographed in gay colors. 14¾" long.

No. 52640 — Mfr. No. 2100
UNIQUE ART MANUFACTURING CO.

Dealer Price _____ V-65 E
Suggested Retail Price $ .98 ea.
Inv._____ Pur._____

TRAINER RIFLE

An ideal gun for learning to shoot. Stock and forearm made of seasoned wood. Metal part of high grade steel. Has carrying strap and sight. Measures 31" long. Includes 8 corks.

No. 52642★ — Mfr. No. M1
PARRIS MFG. CO.

Dealer Price _____ F91-63 R
Suggested Retail Price $2.49 ea.
Inv._____ Pur._____

SHOOT-RITE GUN

Has reducer in barrel to permit shooting No. 3 corks hard and straight. Has front and rear sights. Walnut finish stock of seasoned wood. Metal tapered barrel. Includes manual and moving target.

No. 52644 — Mfr. No. 12A
PARRIS MFG. CO.

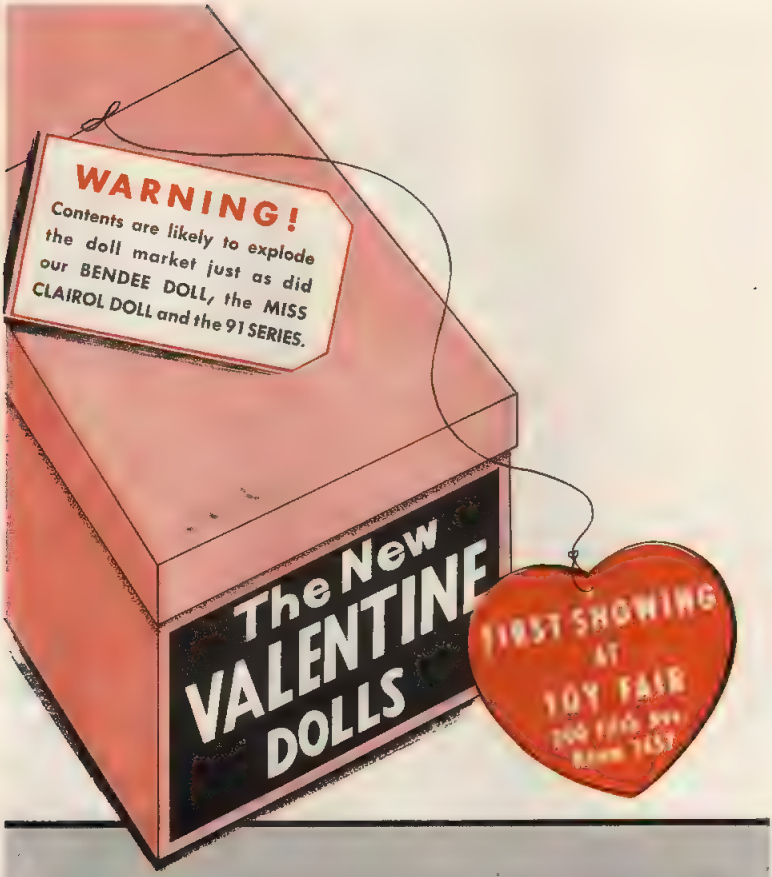
Dealer Price Z63-25 N
Suggested Retail Price $4.95 ea.
Inv._____ Pur._____

DOUBLE BARREL GUN

Realistic double barrel gun with heavy sure-grip plastic stock. Barrel of heavy gauge steel. Has break action, two triggers. Produces loud report. Measures 29" long. Twelve per carton.

No. 52674 — Mfr. No. 230
LOUIS MARX & CO.

Dealer Price _____ C31-30 T
Suggested Retail Price $1.98 ea.
Inv._____ Pur._____



VALENTINE DOLLS have awakened the trade to the fact that imaginative, sales-producing, beautifully designed ideas can be quality made in POPULAR-PRICED dolls.

GARDEL & PELUNIS

DAVE BIELER FRED GARDEL LEE PELUNIS

200 Fifth Ave., N. Y. 10, N. Y. Room 1457

SOUTHEAST: Gerber-Kleinberg Co., 210 Pryor St., S. W., Atlanta, Ga. • SOUTHWEST: Manhein Sales Co., Shreveport, La.

America's Most Beautiful Doll

Princess Summerfall Winterspring

FASHIONED AFTER

Howdy Doody's

FAMOUS TELEVISION PAL

Seen by 7,000,000 children daily

Glorify her hair with Halo Shampoo!

COMPLETE SHAMPOO KIT WITH EVERY DOLL	Vinyl-Resin Shampoo Cape ⅝ oz. bottle of Halo Shampoo

She will receive the BIGGEST doll promotion of the year through

- The Howdy Doody Television and Radio Shows over Nation-wide NBC Networks
- National Newspaper and Magazine Ads
- Personal Appearance Tours of the Howdy Doody Troupe

She has four charming "Princess Pals" 8½" tall beautifully costumed to represent

- **SUMMER**
- **FALL**
- **WINTER**
- **SPRING**

See her at the

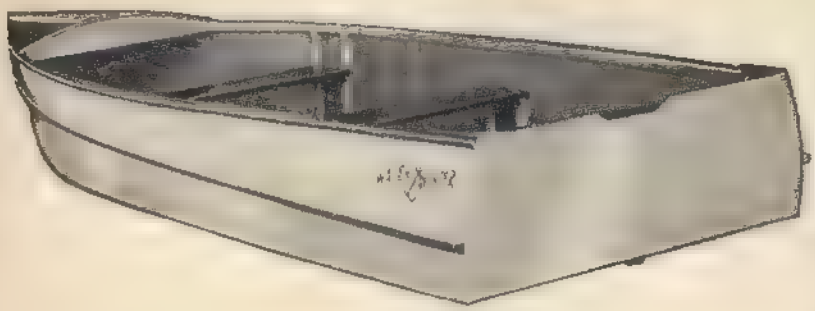
Toy Fair

ROOMS 1029-30-31
HOTEL NEW YORKER

H-D SALES CORP.
7912 EMPIRE STATE BLDG.
OREGON 5-8767

A VIRGA DOLL PRODUCT
M'F'D BY BEEHLER ARTS LTD.
NEW YORK 6, N. Y.

WATER MASTER Safe Light Weight BOATS



SUPREME DECK MODEL

SAFE "V" BOTTOM 12 AND 14 FOOT LIGHT WEIGHT WOOD BOATS BUILT STRONG AND SUITABLE FOR OUTBOARD MOTOR OR ROWING.

5 ply full ½ inch thick V bottom—Safe and strong. "Splash Deflectors" full length eliminate spray. Tumbled in curved transom.

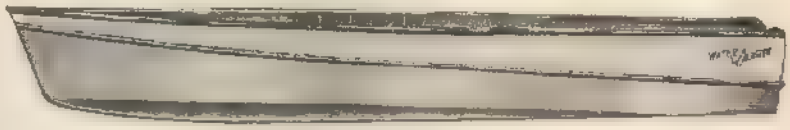
Wide beam, ample depth for sea worthiness. Greater seating capacity — increased loads. High performance—low priced.

Light in weight Lasting service. Wood screw assembled—aircraft type construction

Attractive 3-color combination of Revere marine bakelite waterproof finish. INTERIOR DECK Spar Varnish. EXTERIOR—White topside with green below. "Splash Deflectors" and green bottom

Advertised Nationally In Popular Sports MAGAZINES

WATERTIGHT SEALED. All seams battens, frames and structural members are permanently sealed watertight with new, plastic waterproofed urea-formaldehyde resin glue



SUPREME WATER-MASTER WITH SPRAY DECK

An all around boat in popular 12 and 14-ft. lengths. Proven design and remarkable performance. Staunch and speedy, easily maneuvered, with bottom strength provided. Spray deck 42½ inches long streamlines the bow and also provides dry storage. FULL LENGTH "SPLASH DEFLECTORS" [illegible] CURVED TUMBLED IN TRANSOM [illegible] features. Excellent performer with small motors and capable of handling the larger sizes. Easily handled with oars and light enough to be used in transporting on top of car. **Complete with seats and oarlocks.**

SUPER WATER-MASTER OPEN STYLE

The ideal craft for the rough water fisherman, easily rowed yet fast under outboard power with the style and trim [illegible] gives pride of ownership. You can enjoy the comfort and safety [illegible] by the V Bottom design, wide beam and greater seating [illegible] These models are the same as the Supreme [illegible] except [illegible] in place of Spray Deck. FULL LENGTH "SPLASH DEFLECTORS" and CURVED TUMBLED IN TRANSOM. **Comes complete with seats and oarlocks.**

12-FT. SUPREME

Length overall 11 ft. 7½ inches. Beam 43 inches. Depth amidship 18¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 130 lbs. Retail 232.35

No. 3R56. Each **171.65**

Add $6.40 for packing carton

14-FT. SUPREME

Length overall 13 ft. 7½ inches. Beam 52 inches. Depth amidship 19¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately [illegible] lbs. Retail [illegible]

No. 3R57. Each **199.10**

Add $6.80 for packing carton

12-FT. SUPER

Length overall 11 ft. 7½ inches. Beam 43 inches. Depth amidship 18¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 125 lbs. Retail 218.95

No. 3R54. Each **160.85**

Add $5.40 for packing carton.

14-FT. SUPER

Length overall 13 ft. 7½ inches. Beam 52 inches. Depth amidship 19¾ inches. Transom width 44½ inches. Height 16½ inches. Cutout 15 inches. 3 seats. Weight approximately 154 lbs. Retail [illegible]

No. 3R55. Each **187.65**

Add $6.80 for packing carton

- **SAFE**
- **ROOMY**
- **PORTABLE**
- **NO NAILS**
- **ADAPTABLE**

DELUXE WATER MASTER 12-FT.

WATER MASTER

EVER POPULAR WATER-MASTER BOATS - 12-FT. STANDARD AND DELUXE MODELS

DE LUXE - 12-FT. WITH SPRAY DECK

De Luxe Model WATER-MASTERS are the finest boats of their type ever offered—Built of quality materials by master craftsmen, incorporating proven design principles—they offer the user maximum safety, comfort, durability and ease of handling both in and out of the water. Ideal for rowing and for outboard motor use. Equipped with two-section custom-built plywood foredeck that protects the interior from speed-thrown spray. Comes complete with seats and oarlocks.

Standard models are prime favorites with fishermen, hunters and outdoormen. Incorporate every detail of the De Luxe Models, except have forward seat in place of spray deck. Furnished complete with seats and oarlocks. For use with outboard motors or oars.

Water-Master with Spray Deck. Dimensions — Length 11 ft. 9 in., width (beam) 43 in., stern width 39 in., height 15 in., depth amidship 17 in. Deck 36 in. long. Weight approx. 90 lbs. Deck-DeLuxe model. Custom-built streamlined design in two sections, of tough, long life, ¼ in. special marine waterproof bonded plywood supported by carlings and rib framework. Retail 175.15

No. 3R52. Each **128.75**

Add $5.20 for packing carton.

WATERTIGHT SEALED. All seams, battens, frames and structural members are permanently sealed watertight with new, plastic, waterproof urea-formaldehyde resin glue

FINISH Interior and Deck with two heavy coats Marine Spar Varnish. Exterior two coats, waterproof primer, finished with special Revere bakelite waterproof green on sides, stern and bottom.

HULL

SIDES AND BOTTOM Tough long life ¼ in. 5 ply patented special Marine waterproof bonded plywood bottom with ¼ in. 3-ply sides permanently sealed tight

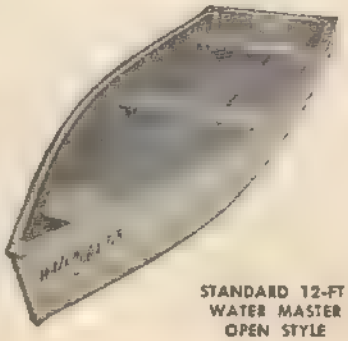
TRANSOM Curved tumbled out design. Heavy duty for outboard motor use, of ½ in. 3-plywood reinforced by supporting members and motor block

SCREWS. Over 1,000 heavy cadmium plated screws.

Standard 12-ft. Water-Master Open Style. Dimensions—Length 11 ft. 9 in., width (beam) 43 in., stern width, 39 in., height 15 in., depth amidship 17 in. Weight approximately 87 lbs. Retail 163.15.

No. 3R51 Each..**119.90**

Add $5.20 for packing carton



STANDARD 12-FT WATER MASTER OPEN STYLE

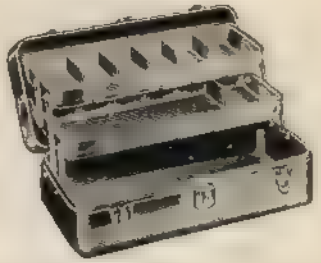
TACKLE – FLY – UTILITY BOXES

One Tray Tackle Box. Well finished one piece drawn steel box. Cantilever tray, full length piano type hinge, smooth rolled edges, sturdy handle, nickel plated lock. [illegible] Shipping weight 32 lbs.

No. 19R146. Per dozen **16.48**

My Buddy Tackle Box No. 242. Lightweight, rook[illegible] box. Baked-on marbleoid finish. Two cantilever trays, nickel plated hardware, absolutely waterproof. Size length [illegible], depth 6¾", width 6". Packed ¼ dozen.

No. 19R140. Per dozen **22.74**



My Buddy Tackle Box No. 252. Popular priced tackle box, drawn from one piece of metal. Tray arrangement takes care of an abundance of small tackle [illegible] bottom space. Rolled edges, rounded [illegible] Baked on marbleoid finish. Size length 15 [illegible] width 6½". Packed ¼ dozen.

No. 19R141. Per dozen **30.58**

My Buddy Tackle Box No. 292. Large box with roomy [illegible] trays [illegible] length 19", depth [illegible] width [illegible] in carton.

No. 19R142. Each **4.00**

By Buddy Tackle Box No. 517. Roomy, rigid, durable box. Has large bottom space with [illegible] obstructions to interfere with removal of tackle. Rayon flock covered trays for extra protection. Baked-on wrinkle enamel finish. Size length 17", height 7¾", width 8". Each in carton.

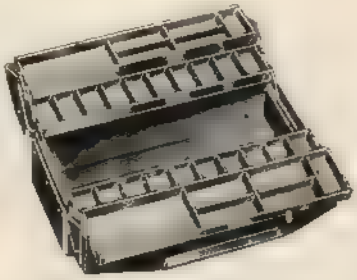
No. 19R144. Each **6.54**

My Buddy Alligator Tackle Box. Made of Royalite, new indestructible material developed by U. S. Rubber. Completely waterproof, rustproof, stainproof, dentproof, and crackproof. Anodized aluminum fittings. Brown alligator finish. Size, Length 18", height 7", width 7½". Each in carton.

No. 19R147. Each **14.70**

Walton "Grip-Loc" Tackle Box. Hip-roof box with [illegible] capacity. Upper trays [illegible] lower trays cork lined [illegible] resistant [illegible] water tight. Features the exclusive "Grip-Loc" handle; prevents accidental spilling. Size 8½" x 11" x 17". Each in carton, weight 11 lbs.

No. 19R136. Each **6.76**



Walton "Grip-Loc" Tackle Box. [illegible] box with [illegible] lined [illegible] upper trays have extra [illegible] compartments, lower [illegible] have 8 conventional compartments, [illegible] rust resistant hardware, water-tight seams. Green enamel finish. Size 8½" x 11" x 21". Each in carton weight 13 lbs.

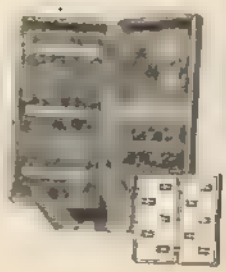
No. 19R137. Each **8.24**

Pocket Tackle Box. Sturdy steel tackle box, containing four snap in compartments. Large compartment holds [illegible] average size plugs, small compartments hold [illegible] etc. Designed to be carried in any position. Enamel finish. Size [illegible] Packed three dozen (no less sold). Weight 19 lbs.

No. 19R82 Per dozen **2.72**

Plug and Leader Box. Sturdy drawn steel box with [illegible] compartments. Baked green enamel finish; heavy aluminum partitions. Will hold seven or more plugs. Size 10" x 4½" x 1¼". Packed two dozen to a carton (no less sold). [illegible]

No. 19R53. Per dozen **5.28**



DeLuxe Cedar Magnetic Fly Box. [illegible] rubbed cedar box with flush [illegible] sealed magnetic latch. Holds up to [illegible] flies without crowding. 10 [illegible] time Alnico magnets hold flies in place. Moth repellant, floats; weighs only 8 oz. Retail [illegible]

No. 19R84.

Each **2.35**

Transparent Fly Box. For dry or eyed trout and salmon flies. Made from transparent Pyra-Shell. The flies are always visible with the box closed. Eight compartments with transparent partitions. Size 6x3½x⅞ inches.

No. 19R81.

Each ..... **.75**

Dozen **7.76**

Transparent Ro-Top Fly Box with Snap. For dry or eyed trout and salmon flies. Made from transparent Pyra-Shell. The flies are always visible with the box closed. Six compartments with transparent partitions. Size 4½ x 1¾ inches.

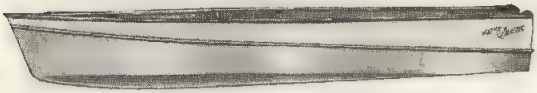
No. 19R80.

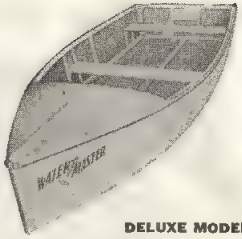
Each ..... **.90**

Dozen **9.88**

"WATER MASTER" BOATS

The Best in All-Wood Boats





SUPER AND SUPREME MODELS

Recommended for motors to 12 HP. Boats come complete with oarlocks, and seats. **Specifications:** Wood screw assembled—airplane type construction. Light weight yet sturdy body. Safe and strong. Lifeply ½" hull V bottom. Seaworthy wide beam with ample depth. Full length splash deflector to eliminate spray. Tumblehome curved transom. Greater seating capacity to carry an increased loads. Attractive and durable 3-color bakelite finish. White topside. Green below splash deflectors. **Supreme models listed below have a 42½" spray deck. The super models have a foreseat instead of a deck.** Retail prices include packing carton charges.

NO.	TYPE	SIZE	BEAM	DEPTH AMIDSHIPS	SEATS	WT.	RETAIL	PRICE	PACKING CTN. EXTRA
753R71	Open	12 ft. Super . . .	51"	18¾"	3	125	$225.00	$160.96	$6.27
753R72	Deck	12 ft. Supreme.....	51"	18¾"	2	130	240.00	171.55	6.37
753R73	Open	14 ft. Super.....	52"	18⅝"	4	154	262.80	187.61	6.71
753R74	Deck	14 ft. Supreme ..	52"	18⅝"	3	158	278.45	198.09	6.71

F.O.B. Factory, Chicago. Delivery 2 to 4 weeks. No C.O.D. orders accepted.

DELUXE MODEL

Tested and proved streamlined design plus master craftsmanship guarantee easier rowing and, when used with an outboard motor, better speed. The deluxe 12 ft. model described below has sides and bottom of ¼" special marine bonded plywood. Each prow, keelson, keel, chine, and gunwale are made of one piece solid clear pine. Reverse bakelite waterproof Green finish. The over 1,000 screws used in making this boat assure the extra strength wanted by boatman.

Deluxe 12-Ft. with Spray Deck. Equipped with two section custom built plywood foredeck that protects the interior from speed-thrown spray. Two full width seats. Beam 43", stern width 36", depth amidship including bottom 17", deck 36" long. Ship. wt. approx. 90 lbs. Complete with oarlocks. **Retail $180.90.**

753R70.....EACH **$128.72**

PLUS CTN. CHARGE $5.09

BOAT SEATS

A popular swivel boat seat. Metal clamps fasten securely to cross board. Turns completely around. 14¾" high. 13¾" seat, 17½" high back. Heavy gauge steel welded frame finished in green. **Retail list $9.00.** Ship. wt. ea. 15 lbs.

716R5—Lots of 3, each $4.98.

EACH **$5.26**

Rainwear for the Active Sportsman

Through Hail and High Water It's Fabrico that keeps them dry! Fabrico is the finest for fishing, hunting, boating or any outdoor work or play.

◀ RAIN PARKA

Complete rain protection for fishing, hunting, boating, and outdoor work. **Pullover style, full length garment complete with hood.** Convenient pocket on chest and zipper opening. **Its roominess affords absolute freedom of movement.** Comfortable to wear over heavy clothing. Weighs only 16 ounces and folds into easy to pack pouch. **Made of tough Vinylite plastic with electronically welded seams.** Available in small, medium, and large sizes. **Retail $8.50.**

724R2—Specify size.

EACH **$3.82**

LO-TEMP STOCKING FOOT WADERS ▶

Ideal for wear in streams, lakes or for outdoor work. **Made of a new vinylite plastic which will withstand ice cold waters and sub zero weather without cracking or stiffening, and will resist scuffing, peeling, moisture, oil, and dirt.** Will neither rot nor mildew. New fitted foot for comfort inside shoe and elastic splashproof waist, convenient pouch pockets for cigarettes, lines, and every sports need. Suspender buttons attached. Seams electronically welded. Color: Brown. Sizes: Small, Medium, and Large. **Retail $8.50.**

724R1—Specify size .. ..

EACH **$4.98**

TROUT KING GLASS CASTER FISHING SET

A set fit for a king. **Features a well balanced 4 ft. tapered, solid glass rod with aluminum handle, cork grip, stainless steel guides and tips.** Set consists of precision made rod, level wind reel with cork arbor, 8 nationally advertised baits including spoons, spinners etc., 50 yds. 14 lb. test braided nylon line, 50 hooks, split shot, 10 yds. Nylon leader material, minnow net, 6 snelled hooks, pencil float, fish scaler, 4 ft. stringer. Entire set packed in individual wood grain, cellophaned display-shipping ctn. Approx. ship. wt. 8 lbs. **Retail $27.50.**

79R2 . ...EACH **$16.32**

FLY CASTING FISHING SET

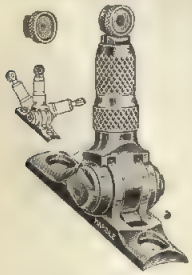
A deluxe 29-piece set featuring a **Montague 9 ft. 3-pc. split bamboo fly rod. Set consists of rod, rod bag of durable cloth, 60 yd. capacity fly reel with counter-balanced handle and adjustable click; 6 flies, 3 fly rod plugs, 40 assorted hooks, metal sealer, casters cuffs** (ferrule cement, rod varnish, line dressing, reel oil, dry fly oil, reel, stick and combination hook remover and can opener. 4 ft. stringer, 25 yds. Du Pont Nylon Cured Fly Line size H. Plastic Fly Box. Packed in wood grained cellophaned display-shipping ctn. Approx. ship. wt. 6 lbs. **Retail $30.00.**

79R3 ... .EACH **$18.28**

SIGHTS
Marble

FLEXIBLE REAR

Flexible rear sights, so designed that when struck either from front or rear they return instantly to shooting position. Can be locked down.



NOS. W-1, W-9

For Winchester Rifles

Nos.	Models	Each
W-1	1894, .25/35, .30/30 and .32 calibers	$6.00
W-9	1890, 1906 and 62; .22 caliber	6.00

NOS. S-1, S-2

For Savage

Nos.	Models	Each
S-1	1899, all calibers	$6.00
S-2	1903, 1912, 1914, 1902, 25 and 29, .22 cal.	6.00

NO. R-6

No.	For Remington Mod.	Each
R-6	8 and 81 auto loading All one in a box	$6.00

SIGHTS
Marble

"SPECIAL" REAR

For Remington rifles (not flexible). Can be folded down to tang but cannot be made with automatic joint on account of having to be made low, but has all the other features of Marble's Flexible Rear Sights.

NOS. R-7 TO R-10

No.	For Remington Mod.	Each
R-7	12 and 121 repeater	$5.00
R-8	14 and 141 repeater	5.00
R-10	24 and 241 .22 auto loader	5.00

SPORTING REAR

Fits Stevens, Savage and all rifles with rear barrel slot 9/32 inch wide.
No. 80S ..... Each $1.25

SIGHTS
Marble

STANDARD IVORY BEAD

No. 2

Winchester models 1892 and 1894, all calibers except .25/35, .30/30 and .32 special hi-power '94.
No. 2 ..... Each $1.25

No. 52

Winchester 52, 57; Savage 99F, EG, G, K, RS; Carbines .250, .303 and .30/30. Calibers above serial numbers 297,000.
No. 52 ..... Each $1.25

No. 57

Winchester 54, 64, 65, 70, 71 and 75.
No. 57 ..... Each $1.25

No. 57L

Winchester 1892 and 1894.
No. 57L ..... Each $1.25

SHEARD "GOLD" FRONT

No. 4

Winchester models 1873, 1876, 1886, 56, 60, 62, 63 and 67. Remington Models 8 and 81 auto loading; Stevens Nos. 50, 53, 56, 65 and 66 rifles; Savage Models 99F and G .250, .300 and .303 calibers, in serial numbers above 305,700.
No. 4 ..... Each $1.75

No. 5

Winchester 1894, .25/35, .30/30 and .32 special; Savage 1909, 1911, 1912, No. 25, No. 29, 1923 Sporter, all calibers.
No. 5 ..... Each $1.75

No. 6

Winchester carbines, 1894, .25/35, .30/30 and .32 special caliber.
No. 6 ..... Each $1.75

No. 10

Winchester Mod. 95, .30 Army and .303 British; 95 carbine and Mod. 54 bolt action.
No. 10 ..... Each $1.75

No. 15

Winchester rifles, 1886, 1905, 1907 and 1910; Remington Models 2, 4, 6, 12, 16, 33, 41, 34 and 341.
No. 15 ..... Each $1.75

No. 17

Winchester Models 1890, 1906, .22 cal.; '03 auto. .22 cal.; 1902, 1904, .22 cal. single shot rifles.
No. 17 ..... Each $1.75

SIGHTS
Marble
FOR SHOTGUNS

Ivory front sight 11/64 inch in diameter. Complete with tap and wrench for attaching.
No. 216 ..... Each $1.00
Ivory front sight 11/64 inch in diameter.
No. 217 ..... Each $0.75

For Double Barrel Guns Only
Ivory front sight 11/64 inch in diameter. Ivory rear sight. Complete with two reamers for attaching.
No. 215 ..... Each $1.50

TELESCOPE SIGHTS
Weaver

MODELS G4 AND G6, COMPLETE WITH MOUNTS

A low priced scope for rifles of small caliber and light recoil. Blued steel tube .750 inch in diameter. Achromatic lens system. Complete with Type N Mounts. Cross hair reticule. Furnished with Nos. 1, 2, 3, 4, or 5 Mount.

Nos.	G4	G6
Power	4	6
Diam. eyepiece, ins.	.815	.815
Length overall, ins.	11¼	13½
Distance from eye, ins.	2½	2½
Field of view, ft.	30	20
Weight, ozs.	7	7
Each	$9.75	$12.50

Specify type mount when ordering.

TELESCOPE SIGHTS
Weaver

Blued steel tube 1 inch in diameter. 11½ inches overall length. ¼ minute click adjustment. Power adjustable from 2¾ to 5 times magnification.
No. KV—Wt. ea., 13½ ozs.....Each $57.50
One in a box

TELESCOPE SIGHTS
Weaver

MODELS J2.5 AND J4

Fully corrected, double cemented, compound achromatic lenses. Windage and elevation adjustable by friction-lock nuts.

No.	J2.5	J4
Tube diam., ins.	.750	.750
Eye piece diam., ins.	1.010	1.010
Length overall, ins.	10½	12
Eye distance, ins.	3-5½	3-5
Field of view, ft.	37	26
Weight, ozs.	6	6½
With	No.	No.
Reticule type	J2.5	J4
Cross Hair ..... Each	$22.50	$27.50
Post and Cross Hair "	22.50	27.50
Range Finder "	30.00	31.75

One in a box

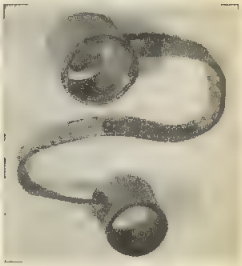
MODELS K2.5 AND K4

Blued steel tube 1 inch in diameter. Universal focus adjustment for individual's needs. Internal windage and elevation adjustments made with click knobs.

Nos.	K2.5	K4	K6
Power	2½	4	6
Diam. eyepiece, ins.	1.235	1.355	1.335
Length overall, ins.	10⅝	11¼	13
Diam. obj. lens, ins.	.807	1.130	1.130
Dist. from eye, ins.	3-6	3-5½	3-5
Field of view, ft.	43	31	20
Wt. each, ozs.	8½	9½	10½
	No.	No.	No.
Type Reticule	K2.5	K4	K6
Post and Cross Hair ..... Ea.	$37.50	$45.00	$48.50
Cross Hair ..... "	37.50	45.00	48.50
Dot Reticule ..... "	45.00	52.50	56.00
Range Finder ..... "	.....	50.00	.....

One in a box

SCOPE CAPS
Honeywell



Lightweight scope cap kit. Replaceable lens. Furnished with 4 lenses.
2 clear
1 yellow
1 green

For scope

No.	Each
KV	$3.00
KV2.5	3.00
K4	3.00
K6	3.00
Alaskan	3.00
Challenger	3.00

One kit in a box

SIGHTS
Marble
FOR SHOTGUNS

Ivory front sight 11/64 inch in diameter. Complete with tap and wrench for attaching.
No. 216 ..... Each $1.00
Ivory front sight 11/64 inch in diameter.
No. 217 ..... Each $0.75

For Double Barrel Guns Only
Ivory front sight 11/64 inch in diameter. Ivory rear sight. Complete with two reamers for attaching.
No. 215 ..... Each $1.50

TELESCOPE SIGHTS
Weaver

MODELS G4 AND G6, COMPLETE WITH MOUNTS

A low priced scope for rifles of small caliber and light recoil. Blued steel tube .750 inch in diameter. Achromatic lens system. Complete with Type N Mounts. Cross hair reticule. Furnished with Nos. 1, 2, 3, 4, or 5 Mount.

Nos.	G4	G6
Power	4	6
Diam. eyepiece, ins.	.815	.815
Length overall, ins.	11¼	13½
Distance from eye, ins.	2½	2½
Field of view, ft.	30	20
Weight, ozs.	7	7
Each	$9.75	$12.50

Specify type mount when ordering.

TELESCOPE SIGHTS
Weaver

Blued steel tube 1 inch in diameter. 11½ inches overall length. ¼ minute click adjustment. Power adjustable from 2¾ to 5 times magnification.
No. KV—Wt. ea., 13½ ozs.....Each $57.50
One in a box

TELESCOPE SIGHTS
Weaver

MODELS J2.5 AND J4

Fully corrected, double cemented, compound achromatic lenses. Windage and elevation adjustable by friction-lock nuts.

No.	J2.5	J4
Tube diam., ins.	.750	.750
Eye piece diam., ins.	1.010	1.010
Length overall, ins.	10½	12
Eye distance, ins.	3-5½	3-5
Field of view, ft.	37	26
Weight, ozs.	6	6½
With	No.	No.
Reticule type	J2.5	J4
Cross Hair ..... Each	$22.50	$27.50
Post and Cross Hair "	22.50	27.50
Range Finder "	30.00	31.75

One in a box

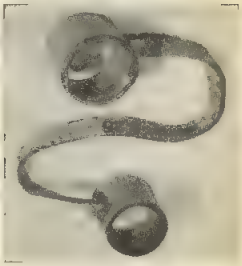
MODELS K2.5 AND K4

Blued steel tube 1 inch in diameter. Universal focus adjustment for individual's needs. Internal windage and elevation adjustments made with click knobs.

Nos.	K2.5	K4	K6
Power	2½	4	6
Diam. eyepiece, ins.	1.235	1.355	1.335
Length overall, ins.	10⅝	11¼	13
Diam. obj. lens, ins.	.807	1.130	1.130
Dist. from eye, ins.	3-6	3-5½	3-5
Field of view, ft.	43	31	20
Wt. each, ozs.	8½	9½	10½
	No.	No.	No.
Type Reticule	K2.5	K4	K6
Post and Cross Hair ..... Ea.	$37.50	$45.00	$48.50
Cross Hair ..... "	37.50	45.00	48.50
Dot Reticule ..... "	45.00	52.50	56.00
Range Finder ..... "	.....	50.00	.....

One in a box

SCOPE CAPS
Honeywell



Lightweight scope cap kit. Replaceable lens. Furnished with 4 lenses.
2 clear
1 yellow
1 green

For scope

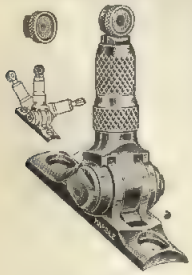
No.	Each
KV	$3.00
KV2.5	3.00
K4	3.00
K6	3.00
Alaskan	3.00
Challenger	3.00

One kit in a box

SIGHTS
Marble

FLEXIBLE REAR

Flexible rear sights, so designed that when struck either from front or rear they return instantly to shooting position. Can be locked down.



NOS. W-1, W-9

For Winchester Rifles

Nos.	Models	Each
W-1	1894, .25/35, .30/30 and .32 calibers	$6.00
W-9	1890, 1906 and 62; .22 caliber	6.00

NOS. S-1, S-2

For Savage

Nos.	Models	Each
S-1	1899, all calibers	$6.00
S-2	1903, 1912, 1914, 1902, 25 and 29, .22 cal.	6.00

NO. R-6

No.	For Remington Mod.	Each
R-6	8 and 81 auto loading All one in a box	$6.00

SIGHTS
Marble

"SPECIAL" REAR

For Remington rifles (not flexible). Can be folded down to tang but cannot be made with automatic joint on account of having to be made low, but has all the other features of Marble's Flexible Rear Sights.

NOS. R-7 TO R-10

No.	For Remington Mod.	Each
R-7	12 and 121 repeater	$5.00
R-8	14 and 141 repeater	5.00
R-10	24 and 241 .22 auto loader	5.00

SPORTING REAR

Fits Stevens, Savage and all rifles with rear barrel slot 9/32 inch wide.
No. 80S ..... Each $1.25

SIGHTS
Marble

STANDARD IVORY BEAD

No. 2

Winchester models 1892 and 1894, all calibers except .25/35, .30/30 and .32 special hi-power '94.
No. 2 ..... Each $1.25

No. 52

Winchester 52, 57; Savage 99F, EG, G, K, RS; Carbines .250, .303 and .30/30. Calibers above serial numbers 297,000.
No. 52 ..... Each $1.25

No. 57

Winchester 54, 64, 65, 70, 71 and 75.
No. 57 ..... Each $1.25

No. 57L

Winchester 1892 and 1894.
No. 57L ..... Each $1.25

SHEARD "GOLD" FRONT

No. 4

Winchester models 1873, 1876, 1886, 56, 60, 62, 63 and 67. Remington Models 8 and 81 auto loading; Stevens Nos. 50, 53, 56, 65 and 66 rifles; Savage Models 99F and G .250, .300 and .303 calibers, in serial numbers above 305,700.
No. 4 ..... Each $1.75

No. 5

Winchester 1894, .25/35, .30/30 and .32 special; Savage 1909, 1911, 1912, No. 25, No. 29, 1923 Sporter, all calibers.
No. 5 ..... Each $1.75

No. 6

Winchester carbines, 1894, .25/35, .30/30 and .32 special caliber.
No. 6 ..... Each $1.75

No. 10

Winchester Mod. 95, .30 Army and .303 British; 95 carbine and Mod. 54 bolt action.
No. 10 ..... Each $1.75

No. 15

Winchester rifles, 1886, 1905, 1907 and 1910; Remington Models 2, 4, 6, 12, 16, 33, 41, 34 and 341.
No. 15 ..... Each $1.75

No. 17

Winchester Models 1890, 1906, .22 cal.; '03 auto. .22 cal.; 1902, 1904, .22 cal. single shot rifles.
No. 17 ..... Each $1.75

BLUE FLAG BOAT YARD

COST RECORD

For yearly operation and maintenance of 26-foot

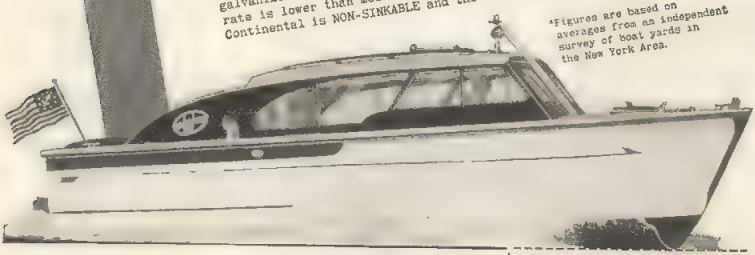
WELIN STEEL CRUISER*

$9.74 per week

Storage (includes hauling and launching)	$ 64.50
Paint	44.40
Summer mooring	18.00
Gas & Oil (average running time: 67.6 hrs.)	58.20
Insurance	305.00
Incidentals (winter motor/battery layup)	16.30
52-WEEK TOTAL:	$506.40
1-WEEK'S COST:	$ 9.74

P.S.
Thought you'd like to know that your Welin riveted 'lifetime' hull is in perfect condition. It should be...that zinc-coated galvanized steel is really RUSTPROOF I see that your insurance rate is lower than most others . Must be because your Welin Continental is NON-SINKABLE and the two gas tanks are above decks.

*Figures are based on averages from an independent survey of boat yards in the New York Area.



Welin

WORLD'S LARGEST BUILDER OF STEEL BOATS

DAVIT AND BOAT DIVISION OF CONTINENTAL COPPER AND STEEL INDUSTRIES, INC.

505 MARKET ST. • PERTH AMBOY, N. J.

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For further information on Welin's Non-Sinkable Cruiser, send coupon for illustrated folder and name of dealer nearest you.

NAME

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NOW—For the first time in power boat history...

Welin announces

A NON-SINKABLE CRUISER

Two new 26-foot models added to the 1952 Welin Steel Fleet. The Welin Continental which provides comfortable cruising accommodations for four—and the Welin Sportsman, an ideal cruiser for fishing, with a huge cockpit and permanent shelter cabin

—AND BOTH ARE NON-SINKABLE

Inside the heavy-duty, galvanized steel hulls are big air tanks and watertight compartments which make the new Welins non-sinkable. Only Welin, with 50 years' experience in building riveted, steel, non-sinkable boats offer you this added feature for the safety of you and your family!

Now you get non-sinkable safety in addition to these basic Welin extras:

1. Stress-free, riveted construction.
2. Rust-proofed, 12 gauge, copper-bearing, galvanized steel life-time hull.
3. Lowest maintenance cost.
4. Ocean-tested design makes the Welin seaworthy as a sea gull.

Four different 26 ft. Welin Cruisers to choose from

For further information on Welin's Non-Sinkable Cruiser, send coupon for illustrated folder and name of dealer nearest you.

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WORLD'S LARGEST BUILDER OF STEEL BOATS

Welin DAVIT AND BOAT

DIVISION OF CONTINENTAL COPPER & STEEL INDUSTRIES INC

403 Market Street • Perth Amboy, N. J.

Four new model cruisers have been introduced by the Welin Davit and Boat Division of Continental Copper and Steel Industries, Perth Amboy, N. J. The non-sinkable feature is built into the Continental and Sportsman models. The Master Cruiser and DeLuxe Sedan are other models in the series. All boats are 26 feet, the deckhouse superstructure of mahogany. A watertight bulkhead door seals the forward cabin and makes it a closed airtight space providing the non-sinkable feature. The engine compartment is sealed off and large air-tanks on each side provide added buoyancy

THE NON-SINKABLE CRUISER

Two Welin models, the Continental and Sportsman, feature non-sinkable construction by sealed forward compartment

The Welin Continental, a 26-foot galvanized steel sedan cruiser, is the first stock boat to embody a non-sinkable feature. It is arranged to serve four persons in two separate cabins. Gray engines are used and provide speeds from 17½ to 19½ miles

The arrangement of all models is closely the same with the cabin space below fitted with two large berths. The main cabin is topside and is supplied with a dinette for four, which also serves as a double berth. The galley is located to port forward while the helmsman's position is opposite to starboard. The starboard after corner features a full headroom wash room. A panel in the side wall of the deckhouse serves also as a table top for six, and others conceal extra chairs, bedding and other gear

WHY GAMBLE?

Make your safety a "sure-thing" with *Welin*

NON-SINKABLE CRUISERS

Comfort and Economy go hand-in-hand aboard the 1952 Welin Cruisers. Nonpounding and seaworthy, Welins are 26-foot masterpieces of compact design The Welin Continental, pictured below, is especially built for comfortable cruising. Look at these features. comfortable bunks for four in two separate cabins, one-piece galley, private WC, dining table, full headroom and a spaciousness for real "living aboard" ordinarily found only in more expensive yachts . . . AND . . . the lowest of maintenance costs — even insurance rates are lower for Welin Cruiser owners!

SINK-PROOF—Big air tanks and watertight compartments are built inside her "lifetime" hull. Even with 2700 gallons of water pumped aboard during tests, she ran under her own power.

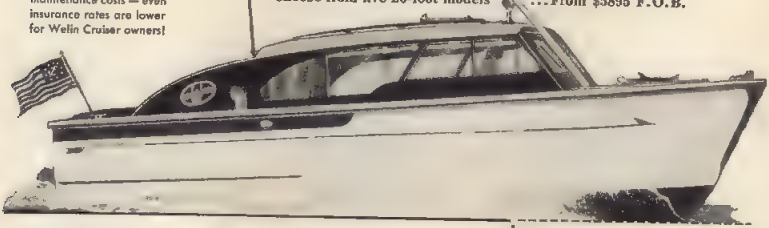
RUST-PROOF—Her 12-gauge, copper-bearing, steel plates are hot-dipped in zinc for corrosion resistance. Riveted construction makes a stress-free hull.

FIRE-PROOF—Two above-decks 35-gallon fuel tanks keep gasoline and fumes out of the bilges—even the engine is fully enclosed in a steel compartment.

PUNCTURE-PROOF—The smashing impact of .38 caliber bullets fired at point-blank range only slightly dented this sturdy steel hull.

No wonder the Welin Continental is boating's best—and safest buy!

Choose from five 26-foot models ...From $5895 F.O.B.



Welin WORLD'S LARGEST BUILDER OF STEEL BOATS

DAVIT AND BOAT DIVISION OF CONTINENTAL COPPER AND STEEL INDUSTRIES, INC.

504 MARKET ST. • PERTH AMBOY, N. J.

504

For further information on Welin's Non-Sinkable Cruiser, send coupon for illustrated folder and name of dealer nearest you.

NAME .....

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Spacious mahogany interior of the Welin Continental main cabin.

Deep cushions make comfortable double-bunk at night — broad seat and settee by day

Forward cabin features two permanent 6' 5" bunks with storage under. Note watertight bulkhead and door. One-piece compact galley to port.

Facing aft in panelled, main cabin with dining-chart table set up. Table folds away into panelling. Ample storage space throughout with concealed lighting.

NON-SINKABLE

+

RIVETED GALVANIZED STEEL HULL

+

"BIG-YACHT" COMFORT

=

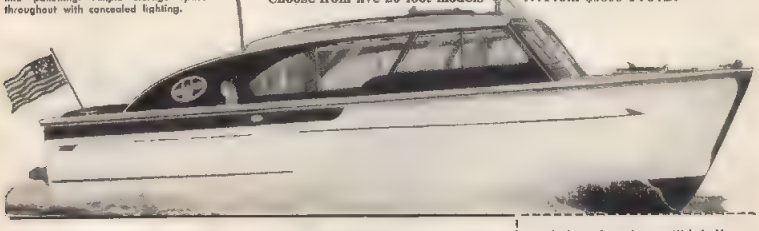
Welin CRUISERS

and Safest

BOATING'S BEST BUY!

Lifeboat non-sinkability is built into the husky, 26-foot, riveted, galvanized steel cruiser. Under the decks of this ocean-tested craft, with her "big-yacht" cruising accommodations for two couples, are big air tanks and watertight compartments. Two above-deck fuel tanks add a fire-prevention feature available on no other stock cruiser. Welin's half-century of building steel boats gives you lifetime safety, lower insurance rates and maintenance costs.

Choose from five 26-foot models ...From $5895 F.O.B.



Welin

WORLD'S LARGEST BUILDER OF STEEL BOATS

DAVIT AND BOAT DIVISION OF CONTINENTAL COPPER AND STEEL INDUSTRIES, INC

506 MARKET ST. • PERTH AMBOY, N. J.

For further information on Welin's Non-Sinkable Cruiser, send coupon for illustrated folder and name of dealer nearest you

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Quality has POWER!

The high quality of Western and Winchester products, backed by consistent national advertising, brings *good customers* to the store that features them . . . for customer satisfaction has always meant repeat business for product and store alike.

DIVISIONS OF OLIN INDUSTRIES, INC.

Western Cartridge Co., East Alton, Ill.
Winchester Repeating Arms Co., New Haven 4, Conn.
Divisions of Olin Industries, Inc.

RIFLES • CARTRIDGES • SHOTGUNS
SHOTSHELLS • TRAPS AND TARGETS

PNEUMATIC RIFLES
Sheridan Silver Streak

Blade type front sight. Micro-rifled rust proof barrel. Open rear sight adjustable for windage and elevation. Take down design. Automatic safety. Full length walnut stock.
Silver Streak ..... Each $23.95

SLING SHOTS
Wham-O

Kit includes sling shot, 40 rounds ammunition, extra rubber, target and instructions.
No. 101 ..... Each $1.50

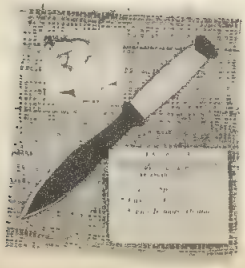
AMMUNITION

Extra .25 calibre ammunition. 40 balls in an envelope.
No. 103 ..... Each $0.15

RUBBER STRAPS

Extra rubber straps for sling shot.
No. 104 ..... Pair $0.25
One pair in an envelope

MALAYAN THROWING DAGGER
Wham-O



Genuine Malayan type throwing dagger. Correctly balanced.
No. 102—Wt. doz., 3¾ lbs. ..... Each $1.75

RIFLES
Remington

MODEL 514 — BOLT ACTION SINGLE SHOT

Round tapered 24¾ inch barrel. Bolt action. Flat head front sight, step adjustable rear sight. Walnut pistol grip stock chambered for .22 short, long and long rifle cartridges. Length overall 42 inches. Weight, 5¼ pounds.
No. 514A ..... Each $15.40

Remington "Targetmaster"

BOLT ACTION, SINGLE SHOT, .22 CALIBER

Takedown, 25 inch tapered barrel. Genuine walnut stock, pistol grip. Checkered butt plate. Self-cocking bolt. Automatic ejector. Chambered for .22 short, .22 long, and .22 long rifle regular or high speed cartridges. Remington step adjustable sporting rear sight. White metal bead front sight. Length overall, 43 inches, taken down 31 inches. Weight about 5¾ pounds.
No. 510A—Open sights ..... Each $22.05

Same as above but fitted with Remington "Point-crometer" receiver peep sight with two interchangeable discs. Patridge type blade front sight.
No. 510P—Peep sights ..... Each $24.25

With smooth bore barrel for use with shot cartridges. Shotgun bead front sight, no rear sight.
No. 510SB—Smooth bore barrel ..... Each $21.95

Remington "Scoremaster"

BOLT ACTION, BOX MAGAZINE REPEATER, .22 CALIBER

Takedown, 25 inch tapered barrel. Genuine walnut stock, pistol grip. Checkered butt plate. Magazine capacity is six shots. Handles .22 short, long, and long rifle cartridges. Automatic ejection. Remington step adjustable sporting rear sight, white metal bead front sight. Length overall 43 inches, taken down 31 inches. Weight about 5¾ pounds.
No. 511A—Open sights ..... Each $26.45

Same as above but fitted with Remington "Point-crometer" receiver peep sight with two interchangeable discs. Patridge type blade front sight.
No. 511P—Peep sights ..... Each $28.70

Extra six cartridge magazine for No. 511 ..... " 1.80
Extra ten cartridge magazine for No. 511 ..... " 2.15

Walk-around Decks and Luxurious Comfort

WHEELER 42'

FLUSH DECK PROMENADE YACHT

Amazingly spacious and comfortable, the Wheeler 42 ft. Flush Deck PROMENADE yacht has extra beam (11' 6"), walk-around decks with protecting side rails and provides luxurious living afloat for six in three cabins with two toilets and shower. We proudly present for 1952 the Wheeler Fleet of Sedans, Express Cruisers, Sport Fishermen and Promenade Yachts. 38', 42', 45', 48', 54', 58' and 67'

SEND FOR THE FREE CATALOGUE

IN FLORIDA

afloat for your leisurely inspection at

Bahia Mar
Ft. Lauderdale

WHEELER SHIPYARD COMPANY Foot Patterson Avenue, Clason Point, New York 72, Bronx, N.Y.C., Talmadge 3-9000

Two Seagoing Beauties

WHEELER 48'

FLYING BRIDGE YACHT

Buy now for Florida Cruising

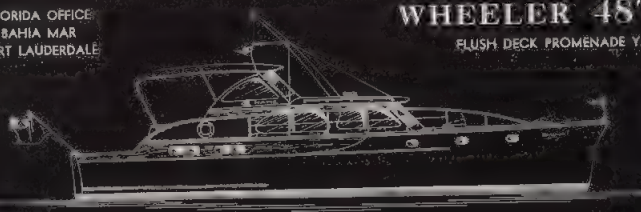
A Wheeler yacht is Pride-making in its grace, charm and beauty. The all important matters of efficient design, rugged construction and seagoing comfort receive our first and constant attention. The Flying Bridge Yacht has four sleeping rooms, glass enclosed shower, three toilets and a wonderful galley. She's a seagoing beauty.

Pride of Ownership

FLORIDA OFFICE
BAHIA MAR
FORT LAUDERDALE

WHEELER 48'

FLUSH DECK PROMENADE YACHT



Write for 1952 Catalogue

The Flush Deck Promenade Yacht has that long sought-after feature of walk-around decks with protecting side rails. The increased beam makes living rooms more spacious, more luxurious and more delightful. Let us show you the world's newest yacht today.

SEDANS, EXPRESS CRUISERS, SPORT FISHERMAN, YACHTS
38'—42'—45'—48'—54'—58'—62'

See Wheeler "Lifetime Construction"

WHEELER SHIPYARD COMPANY ★ Foot Patterson Avenue, Clason Point, New York 72, Bronx, N. Y. C., Talmadge 3-9000

THE MOST **BRILLIANT** UNDER-WATER **FLASH** YET DEVELOPED!

WILLIAMS JEWELRY PLATED **WABLERS**

PLATED IN 24K GOLD OR PURE SILVER

Patented Nu-Rinkle surface or smooth mirror finish. Tantalizing life-like action, controlled from rod tip. Sizes 2½ to 7 inches for brook trout, bass, walleyes, pike, lake trout, muskellunge, striped bass or salmon.
Guaranteed to catch more fish or money back!

.010 GAGE "DURO-LUS" METALLIC LINE

Exceptionally strong, yet fine enough for fly rods or flexible casting rods! Reaches same depths as heavier metallic lines. 300 and 600 ft. spools. Also in .020 gage for conventional deep trolling.
Complete line includes lures, spinners and accessories.
Standard discounts direct. Send for illustrated catalog

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WILLIAMS GOLD REFINING CO., INC.
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Worth Co., Stevens Point, Wis.
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Augie's Bait Co., Milwaukee, Wis.
Beaver Bait Co., Ambridge, Pa.
Buel Co., J. T., Canton, N. Y.
Bunyan Bait Co., Paul, Minneapolis, Minn
Canadian Bait Mfg. Co., Winnipeg, Man., Can.
Chicago Tool & Stamping Co., Chicago, Ill.
Clark, R. K., Granville, O.
Cleveland Bait Mfg. Co., E. Cleveland, O
Cove Bay Tackle Co., Duluth, Minn.
Creek Chub Bait Co., Garrett, Ind
Crowder Bait Co., Bill, Norfolk, Va.
Dann & Co., A. E., San Diego, Cal.
Davis Fishing Tackle Co., Tacoma, Wash.
Davis Spinner Co., Dave, Los Angeles, Cal.
Deep-Rig Trout Reel Co., Branchport, N. Y.
Eger Bait Mfg. Co., Inc., Bartow, Fla.
Enterprise Mfg. Co., Akron, O
Evans, Inc., Glen L., Caldwell, Ida.
Florida Fishing Tackle Mfg. Co., Inc., St. Petersburg Fla.
Frabill Mfg. Co Milwaukee, Wis.

Wool Mittens—Best since 1880 by RIPON

WILSON ATHLETIC EQUIPMENT

Fielders Mitts

BOYS BALL HAWK 3

Made of good quality glove cowhide, with plain seams. Jute padding and stuffed heel. Fully oiled. Tan cambric binding.

No. A2270—Regular ..... Each $3.95
No. A2272—Left hand ..... " 3.95

BOYS BALL HAWK 3

Boys size. Made of good quality glove leather. High grade felt padding. Tan cowhide binding. Fully oiled.

No. 2300—Regular ..... Each $3.95
No. 2302—Left hand ..... " 2.95

BALL HAWK 4

Full size. Made of good quality glove cowhide. Welted palm and thumb. Hinge action padding. Vinyl plastic binding. Sheepskin lining. Fully oiled. Leather lacing across fingers. One-piece pitcher's type web. Adjustable wrist strap.

No. A2280—Regular ..... Each $9.00
No. A2282—Left hand ..... " 9.00

Fielders Mitts

BALL HAWK 4

Good quality glove cowhide. Sheepskin palm and thumb lining. Jute felt pedding. Flat plastic binding, closed wrist. Fully oiled. Leather lace across wrist.

No. A2284—Regular ..... Each $6.50
No. A2286—Left hand ..... " 6.50

BALL HAWK 4

Designed and constructed of good quality cowhide. One piece web. Hinge action heel padding. Flat leather binding. Sheepskin lining. Fully oiled. Leather lacing across ends of fingers and at wrist. Adjustable wrist strap.

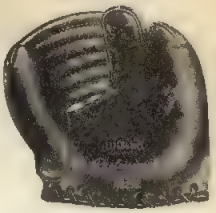
No. A2220—Regular .....Each $11.50
No. A2222—Left hand ..... " 11.50

BALL HAWK 3

Professional model. Medium size. Full welted streamlined back fingers. Full sheepskin lining. Roll leather binding. Fully oiled. Grease set pocket. Leather lacing at wrist.

No. A2170—Regular Each $12.00
No. A2172—Left hand ..... " 12.00

FIELDERS MITTS



BALL HAWK 3

Medium size. Good quality sturdy glove cowhide. Sheepskin palm and thumb lining. Jute felt padding. Vinyl plastic binding. Fully oiled. Plastic lacing at wrist.

No. 2250—Regular ..... Each $6.50
No. 2252—Left hand ..... " 6.50

HARRY BRECHEN BALL HAWK 4

Harry Brechen Pro model. Large size. Made of high quality glove cowhide. Full sheepskin lining. Fully oiled, grease set pocket. Roll leather binding. Hinge action heel padding. Leather lacing across fingers and at wrist.

No. A21290—Regular .....Each $13.50
No. A2192—Left hand ..... " 13.50

WILSON ATHLETIC EQUIPMENT

Softball Gloves

Special design and construction for softball. High grade tan color cowhide. Full leather lined. Flat leather binding. Well padded. Palm stitched at heel to form deep, roomy pocket. Double tunnel leather thumb trap.
No. A9824 ..... Each $11.00
No. A9826—Left handed player ..... Each 11.00

Same pattern as A9820. Good grade cowhide. Half leather lined with full leather thumb lining. Jute padding. Single tunnel leather thumb trap. Palm stitched at heel for large, deep pocket.
No. A9840 ..... Each $6.50
No. A9842—Left handed player ..... Each 6.25

Softballs

12 INCH OFFICIAL
Official Duplex pre-vulcanized inner cover. Kapok center. White washable horsehide cover. Yarn wound. Double hand stitched with white thread.
No. A9104 ..... Dozen $36.00

Baseballs

OFFICIAL APPROVED LEAGUE
A top grade ball for long hard service. Cork and rubber center. Anchored and balanced winding. Wound with high quality blue, gray and white wool yarn. White alum-tanned horsehide cover.
No. A1050 ..... Dozen $30.00

BOB FELLER FIRE BALL
Stamped with Bob Feller's signature. Compressed wool felt core, wound with cotton yarn. Horsehide cover. Not recommended for game play.
No. A1272 ..... Dozen $15.00

OFFICIAL LEAGUE
Patented cushion cork center, wound with the finest quality blue gray and white all wool yarn finished with white finishing yarn and coated with special rubber cement. Covers of alum tanned horsehide double hand stitched with red thread
No. A1010 ..... Dozen $33.60

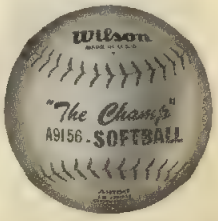
Harwood

OFFICIAL
Cork center. Yarn wound. Horsehide cover.
No. OC ..... Dozen $43.80
Same as above except has rubber center
No. 1 ..... Dozen $38.40

Softballs

The last word in softballs . . . the finest by any standards of comparison. New, improved construction. It's a ball that will be given first preference in leagues throughout the country. That's because this ball has the right feel . . . holds its shape and lasts longer. The special Pre-Vulcanized inner cover gives two to three times longer life. And the new Java kapok center adds immeasurably to the top notch playing qualities of this exceptional ball. It's a winner in any league for dependable performance. Highest selection, special tanned lustrous pearl elk cover which makes it more visible under lights. Double hand stitched with white waxed thread.
No. A9114—12 inch ..... Dozen $36.00

12 INCH OFFICIAL
A durable official ball for game or practice play. Kapok center. Wound with yarn. Vulcanized inner covering. Pearl color horsehide cover. Double hand stitched.
No. A9134 ..... Dozen $30.00



CHAMP
A high rade 12 inch ball. Compressed wool felt center. Pearl chrome horsehide cover.
No. A9156 ..... Dozen $16.20

WILSON ATHLETIC EQUIPMENT

Fielders Gloves

HANK SAUER MODEL

Large size. Good quality tan color cowhide. Welted palm and thumb. Jute felt pad with stuffed heel. Deep grease set pocket, fully oiled. Vinyl plastic binding. Leather finger tip lacing.

No. A2234—Regular .....Each $8.00
No. A2236—Left hand ..... " 8.00

PEANUTS LOWREY MODEL

Large size. Sturdy tan color cowhide. Welted palm and thumb. Jute felt pad. Stuffed heel. Grease set pocket, fully oiled. Vinyl plastic binding. Leather finger tip lacing.

No. A2294—Regular .....Each $5.45
No. A2296—Left hand ..... " 5.45

LUKE APPLING MODEL

A high grade glove. Designed for young players. Made of long wearing, tan cowhide with half leather lining. Hand formed pocket. Laced thumb-trap with single leather tunnel.

No. A2310—Regular .....Each $4.45
No. A2312—Left band ..... " 4.45

Fielders Gloves

BOB ELLIOTT MODEL

Large size. Made of high quality tan color cowhide. Deep grease set pocket, fully oiled. Wool felt pad, stuffed heel. Roll leather binding. Welted stream-lined back fingers.

No. A2140—Regular .....Each $12.50
No. A2142—Left hand ..... " 12.50

TED WILLIAMS MODEL

Large size, good quality tan color cowhide. Welted palm and thumb. Full sheepskin lining. Jute felt pad with stuffed heel. Deep grease set pocket, fully oiled. Vinyl plastic binding. Leather lace at wrist.

No A2210—Regular ..... Each $11.00
No A2212—Left hand " 11.00

Fielder's Gloves

Luke Appling Model

A large size model with leather strap and buckle at wrist. Made of good quality tan color glove cowhide. Full leather lining. Hand-formed grease-set pocket. Leather reinforcement over thumb seam. Eyeleted thumb and fore-finger with adjustable lace and single tunnel leather slide. Welted seams. Strap and buckle wrist adjustment. Rawhide laced at wrist.

No. A2260 ..... Each $5.45
No. A2262—For left hand player ..... " 5.45

PROFESSIONAL BALL HAWK

Has a new, one piece pitcher's type web for concealing the ball. Very popular with major league pitchers and widely used by infielders. Made of good grade, tan color cowhide. Hand formed jute felt padding. Fully oiled. Rawhide lacing at wrist. Adjustable leather wrist strap

No. A2200—Regular .....Each $10.00
No. A2202 -Left hand player ..... " 10.00

WILSON MATCHED GOLF CLUB SETS

STRATA-BLOC HEADS are made up of multiple criss-crossed layers of selected hard woods bonded into one piece by controlled hydraulics. Assure more power, better direction greater strength and longer life.

TRUE-TEMPER SHAFTS are top choice with leading professionals everywhere. For power, control, beauty, and durability, they are unbeatable. Flexible for those screaming tee shots and crisp approaches.

WILSON SAM SNEAD Championship

WOODS Well balanced. Strata-Bloc head in light mahogany finish with white straight line face scoring. Red fibre face insert provides harder hitting surface ¾-design metal sole plate. True Temper chrome-plated shaft. Plastic collar at neck protects cord whipping Black calfskin, edge-skived and perforated Reminder grip. Driver has deep face.

No. 4S-3101. Matched set of 3. (#D1432).
Index 1-3240. LIST **45.00**

No. 4S-3103. Matched set of 4. (#1442)
Index 1-4320. LIST **60.00**

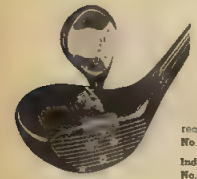
IRONS Perfect running mates to the woods Satin finish, chrome-plated blade with double flange. Sand blasted straight line scoring True Temper chrome shaft. Selected, Black calfskin, edge skived and perforated Reminder grip

No. 4S-3103. Matched set of 6 (2, 3, 5, 7 8 and putter). (#D1460).
Index 1-4030. LIST **54.00**

No 4S-3104. Matched set of 8 (2 to 9). (#D.460)
Index 1-5400. LIST **72.00**

Putter to match set of 8 (above).
No 4S-3106. (#D1400).
Index 1-575. LIST **9.00**

WILSON GENE SARAZEN Personal



WOODS Strata-Bloc heads finished in dark walnut Stained face has straight line scoring and red fibre insert 2-piece metal sole plate Chrome-plated True Temper shaft With black plastic collar at neck to protect cord whipping. Black calfskin, edge skived and perforated Reminder grip. Deep face driver Built on Swingweight principle. Each set is matched and registered

No 4S-3107. Matched set of 3. (#D1632).
Index 1-3080. LIST **48.00**

No. 4S-3108. Matched set of 4. (#D1642).
Index 1-4080 LIST **64.00**

IRONS Matched and registered. Chrome plated, double flange off-set blade with sand blasted face and straight line scoring True Temper chrome-plated shaft Finest black calfskin, edge skived and perforated Reminder grip Button top and celluloid trim

No. 4S-3109 Matched set of 6. (2, 3, 5 7, 8 and putter). (#D1660).
Index 1-4080. LIST **64.50**

No. 4S-3110 Matched set of 8 (2 to 9) (#D1680).
Index 1-5440. LIST **86.00**

Putter to match set of 8 (above)
No 4S-3112. (#D1600).
Index 1-880. LIST **10.75**

WILSON Gene Sarazen Strokemaster

WOODS Have many quality features ordinarily found only in higher priced clubs. Strata constructed wood head gives longer life. Red fibre face insert provides harder hitting surface Chrome-plated mercury shaft by True Temper. Celluloid collar at neck Perforated black calfskin reminder grip. Deep face driver

No 4S-3113. Matched set of 3. (#D1834).
Index 1-2700. LIST **37.50**

IRONS Fitting champions to the wood. Chrome-plated, satin finish blade has double flange like more expensive models. Straight line scoring. New chrome-plated Mercury shaft with black ferrule by True Temper Black perforated calfskin Reminder grip.

No, 4S-3114. Matched set of 6 (2 3 5, 7, 8 and putter). (#D1864)
Index 1-3510. LIST **48.00**

ALL MEN'S CLUBS AVAILABLE IN RIGHT HAND SETS ONLY

WILSON LADIES' MATCHED GOLF CLUB SETS

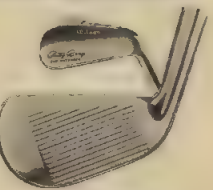
WILSON Patty Berg Cup Defender

WOODS Strata constructed head for longer play Red fibre face insert provides harder hitting surface White straight line scoring. Metal sole plate Chrome-plated Mercury shaft by True Temper Celluloid collar at neck Black calfskin perforated Reminder grip. Button top and celluloid trim. Properly balanced and correctly weighted for women's game.

No 4S-3115. Matched set of 3. (#D6834).
Index 1-2700. LIST **37.50**

IRONS Perfect running mates to woods Chrome-plated, double flanged blade has straight line scoring. Chrome-plated Mercury shaft by True Temper Black ferrule with red trim at base. Black calfskin perforated Reminder grip. Button top and celluloid trim

No 4S-3116 Matched set of 5 (3, 5, 7 8 and putter). (#D6854).
Index 1-2925. LIST **40.00**



WILSON Babe Didrikson Autograph

WOODS Babe Didrikson designed these woods especially for women Strata Bloc heads finished in dark walnut with natural face. Red [illegible] provides strength and [illegible] surface Chrome-[illegible] True [illegible] shaft Metal sole plate. Selected black calfskin Reminder grip Green and black ferrule, Celluloid trim and button cap

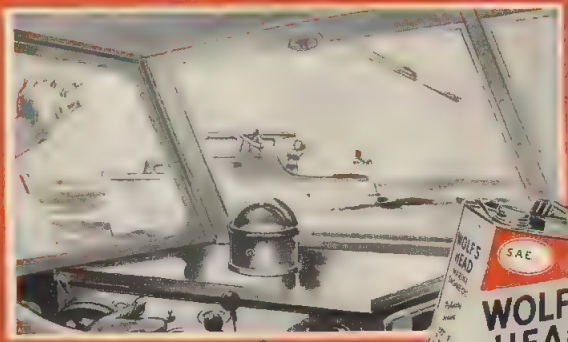
No. 4S-3117. Matched set of 3. (#D6630).
Index 1-3240. LIST **45.00**

IRONS Companions to the woods. Blades have double flange with sand blasted face and straight line scoring Chrome plated True Temper shaft, especially made for women. Brown edge skived leather grip with exclusive Reminder feature.

No. 4S-3118. Matched set of 6. (3, 5, 7, 8, 9 and putter). (#D6680).
Index 1-4050. LIST **54.00**

WILSON LADIES' CLUBS AVAILABLE IN RIGHT HAND SETS ONLY

Strictly Nautical



WOLF'S HEAD MARINE OILS . . . *as nautical as a Mariner's compass!*

Marine engines *must have* "top quality" marine oils . . . the kind you get when you use WOLF'S HEAD—100% Pure Pennsylvania, "Premium Grade."

WOLF'S HEAD Marine Oils are specially made from nature's finest crude, refined three steps further than ordinary oil. They give *extra* protection against unnecessary engine wear, corrosion, excessive oil consumption, sludge and varnish deposits.

Engines run better, stay clean longer, give hours and seasons of *extra* pleasure with WOLF'S HEAD. Ashore or afloat, be particular about your *oil*—insist on WOLF'S HEAD!

Wolf's Head Marine Engine Oil
Wolf's Head Heavy Duty Marine Engine Oil
Wolf's Head Outboard Motor Oil

FREE! Send for WOLF'S HEAD Marine Oil Folder! It contains navigational aids, required shipboard gear, rules of the road, ground tackle handling, lubrication charts.

Wolf's Head Oil Refining Co., Inc., Oil City, Pa., New York 10, N.Y.

BE SAFE • BE SURE • INSIST ON

WOLF'S HEAD

"FINEST OF THE FINE" MARINE OILS

100% Pure Pennsylvania "Premium Grade" — Member, Penna. Grade Crude Oil Association

The **MARINER'S GUIDE** *for Safer Cruising*

WOLF'S HEAD MARINE OILS... *Strictly Nautical*

Mariners rely on buoys for direction...on WOLF'S HEAD for protection.

WOLF'S HEAD Marine Oils are strictly nautical . . . specially refined to meet the tough, demanding requirements of marine operation. Made from rich Pennsylvania crude, WOLF'S HEAD provides extra engine protection . . . gives instant lubrication, faster starting, less battery drag . . . holds oil consumption to a minimum.

You'll get hours and seasons of extra pleasure with WOLF'S HEAD Marine Oils—100% Pure Pennsylvania.

WOLF'S HEAD MARINE ENGINE OIL

WOLF'S HEAD OUTBOARD MOTOR OIL

WOLF'S HEAD HEAVY DUTY MARINE ENGINE OIL

FREE! *Send for* WOLF'S HEAD MARINE FOLDER. *Contains navigational aids, required shipping gear, right of way rules, lubrication charts and a wealth of other useful information. Write today*

WOLF'S HEAD OIL REFINING CO., INC.
OIL CITY, PA., NEW YORK 10, N. Y.

BE SAFE • BE SURE • BE PARTICULAR • INSIST ON

WOLF'S HEAD

"FINEST OF THE FINE" MARINE OIL

100% Pure Pennsylvania — Member, Penna. Grade Crude Oil Association

Be Sure to See the New WOLVERINE *Line for* 1952

•

Featuring

- SAND PAILS & BEACH TOYS
- HOUSEHOLD TOYS
- MECHANICAL TOYS
- ACTION GAMES
- PROMOTIONAL ITEMS

• (Above) NO. 23 SULKY RACER
One of the most sensational mechanical toys of the year

•

Visit Room 436 or Write for New Catalog

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WOLVERINE MADE IN U.S.A.

WOLVERINE SUPPLY & MFG. CO

Factory: Pittsburgh, Pa. • New York Office: 200 Fifth Avenue • Room 436 • OR 5-2080

Engaged...

Yes, we've been busily engaged creating our new toy items for 1952. We'd like to show them to you at the Fair.

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PROFIT JOY

TAPPY TOY
#100—
"HAPPY TAPPY"
This pocket-size pin-ball game appeals to everyone! A proved volume item $1.00 retail. 1 doz. carton 4 lbs.; 3 doz. carton 11 lbs.

TAPPY TOY
#150—
"WHIRL-DROP"
A fascinating and colorful action toy for little tots. Sells on sight. $1.10 retail. Packed 1 doz. to a case; 10 lbs.

—AT THE TOY FAIR—
Hotel McAlpin, Room 1038
—KEN TAPLIN—

TAPLIN TOYS, INC.
3725 East 45th Street
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It's Different! It's Colorful! It's Worth Seeing! . . .

The WOLVERINE LINE for 1952 . . .

- New Household Toys
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- New Action Games
- New Promotion Items

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THE WONDER HORSE

IT'S GAITED

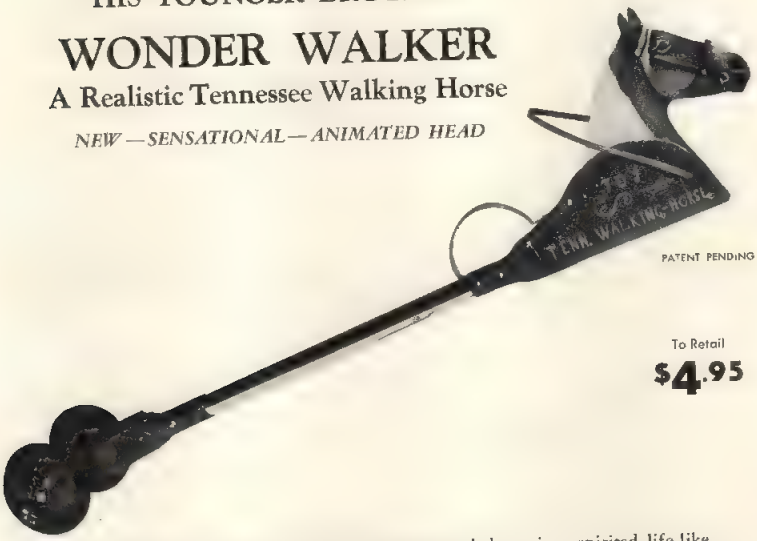
Introduces

HIS YOUNGER BROTHER

WONDER WALKER

A Realistic Tennessee Walking Horse

NEW—SENSATIONAL—ANIMATED HEAD



PATENT PENDING

To Retail

$4.95

As the wheels turn, THE HEAD MOVES up and down in a spirited life-like way that is the nearest reproduction of a Tennessee Walking Horse in action. This sensational, fully animated head motion makes the WONDER WALKER the WONDER TOY that every youngster wants in his corral. Durable metal construction. Brilliant baked enamel colors. Built to take the rough riding any young bronco-buster can give it . . . indoors or out.

SPECIFICATIONS: 43 inches overall length with 4½ inch rubber tired wheels. Height at head: 9 inches. Overall width, at wheels: 5½ inches. One inch tube body. Shipped in cartons of 4 or 12, individually packed. Weight: 3 lbs. each (packed).

MANUFACTURED BY

WONDER PRODUCTS CO.

Manufacturers • Collierville, Tennessee

WATCH FOR ANNOUNCEMENT

Palomino Plastic WONDER HORSE

Low Priced
2.94

PEG TABLE. Watch the little guy go to town on this! Ideal recreation for shut-in days. Steel table 20 in. long; seat 11 in. from floor. Masonite peg board, hammer and nail board 20 in. from floor, includes pegs, nails, wooden hammer. White enameled frame. Red enameled board and seat.
R35 J 5367 Mailable (12 lbs.) **2.94**

Deluxe
10.95

DELUXE WOOD PEG TABLE. Constructed of sturdy selected hardwood. Detachable natural slate backboard hangs on back when not in use. 25 in. long, 10 in. high. Masonite peg board, hammer and nail board. Complete with pegs, nails, hammer, mallet, crayons, educational scroll chart.
R35 J 5366 Mailable (26 lbs.) **10.95**

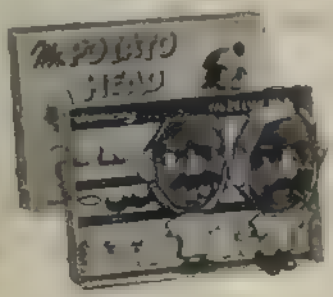
• Adds • Subtracts
• Spells • Multiplies

PEG TABLE WITH PLAYTIME SET

- Amazing new automatic "Answer Master"
- Complete playtime set for hours of fun

For youngsters who want to pound, write and nail! New "Answer Master" automatically spells, adds, subtracts, etc. 20-gauge steel frame, channel steel legs with blue and yellow baked enamel finish. 16½x13-inch blackboard.
Masonite Presdwood peg table includes pegs, nails, mallet, chalk, eraser, cellulex board for nailing wood designs. 25x16½x23 in. overall. Folds for easy storage. Playtime set includes artist palette (water colors, brush, coloring pictures, etc.), ten pin set, clay blocks, and metal clay molds.
R35 J 5380 Mailable (12 lbs.) . Complete **4.98**

JUGGLE HEAD. Create funny faces! Has cardboard dummy head, assorted magnetic eyes, ears, noses, lips; 10-gallon hat, half costumes, eyeglasses, wig, brow, collar.
35 J 5362 Shpg. wt. 1 lb. . Set **1.79**



POTATO HEAD. Make comical figures from any fruit or vegetable. 24 plastic and felt pieces (5 pc. body); various hats, pipe, eye-glasses.
35 J 5363 Shpg. wt. 10 oz. . . . . Set **89¢**

Complete
1.98

MEDICAL KIT. Includes doctor and nurse's apron plus plastic equipment. Thermometer, hypodermic needle, water bag, eye and ear tester, reflex hammer, microscope with slide and film, tongue depressor, stethoscope, blood pressure gauge (tube and arm band), wrist watch, eye reflector, pill box. Packed in imitation black leather bag (8½x4x3½ in.) with plastic handle.
35 J 5307 (1 lb. 2 oz.) . . . . . Kit **1.98**

NURSE'S KIT. Everything the "Little Nurse" needs! Has thermometer, microscope, stethoscope, nurse's apron, etc. 13x8x3 in. carrying case.
35 J 5309 (1 lb. 12 oz.) Kit **1.19**

DOCTOR'S KIT. Has many items found in more expensive kits. Includes thermometer, stethoscope, imitation hypodermic needle, microscope that shows germs, plastic wrist watch, 16 items in all. Handy cardboard 13x8x3 in. hinged carrying case. A welcome gift!
35 J 5308 Shpg. wt. 1 lb. 2 oz. Kit **1.19**

NEW! KIT WITH UNIFORMS

- Doctor and nurse uniforms included!

Deluxe Kit has everything a youngster needs to be a "Little Doctor." Includes full length doctor's smock and cap, nurse's cape and cap. Realistic imitation black leather doctor's bag contains reflex hammer, imitation hypodermic needle, watch, speculum, stethoscope, reflector, microscope, eye-glasses, pill box, hot water bottle and others. Also prescription pad, health certificate, daily health chart, eye chart. Even has card telling "doctor's" name and giving office hours.
35 J 5375 (2 lbs. 2 oz.) Kit **2.94**

MAKE UP ONE BIG ORDER—PAY ON CONVENIENT MONTHLY TERMS

OUR DELUXE "LAZY DAY" FARM 77 pcs. 4.69

- Our deluxe farm; looks like honest-to-goodness farm
- Countless chores to keep your child busy for months
- 77 pieces in all, many with actual working parts
- "Lazy Day Farm" lithographed on side of metal barn
- Many colorful animals and fowl in realistic detail
- Can be set up indoors, on the porch or in the yard

Thrill your child with a chance to play farmer and be the proud owner of a deluxe miniature farm set. Everything the "little farmer" needs for months of enjoyable play. Includes large metal red barn, measures 14½x9¼x9½ in. high, rounded edges for safety. 14-piece plastic barn accessories—3 cow stalls, feed box with movable cover, sliding feed trough, block and tackle attachment to raise, lower bales of hay; 8-pc. plastic farm tractor and implements (movable "hi lift" scoop and scraper attachment), 21 plastic animals and fowl in various positions; 5 plastic farm people doing various chores, scarecrow; 16 sections (80-in.) white plastic fencing; 6 yellow plastic birds actually sit on fencing, green plastic tree; milk pick-up platform has imitation 5 gallon milk cans, step ladder. Instructions for easy assembling included.
R35 J 5000. 77-Pc. Set. Mailable. Shpg. wt. 5 lbs. Complete **4.69**

SHOP EARLY—BUDGET YOUR PAYMENTS

1 TRACTOR AND TRAILER. Resembles famous McCormick tractor! Just what the "little farmer" needs for working on his farm. Trailer wheels hinged to wooden shelf. Bright red tractor and trailer turn together. Rounded safety edges. Sturdy plastic construction, steel axles, black rubber wheels. 17 in. long, 4½ in. wide, approximately 4¾ in. high.
35 J 5172. (11 oz.) **2.49**

2 ANIMAL CARRIER. Cart your cattle to market just like farmers do! No farm is complete without transportation for your livestock. Hard plastic constructed truck has blue cab and red trailer (hinches to cab). Removable unloading gate at rear, rubber wheels. 2 realistic cows 4 in. long, stand in trailer. Carrier measures 13¾x3½x4¼ inches high overall.
35 J 5187. (1 lb. 8 oz.) **1.89**

WYANDOTTE STEEL TOYS

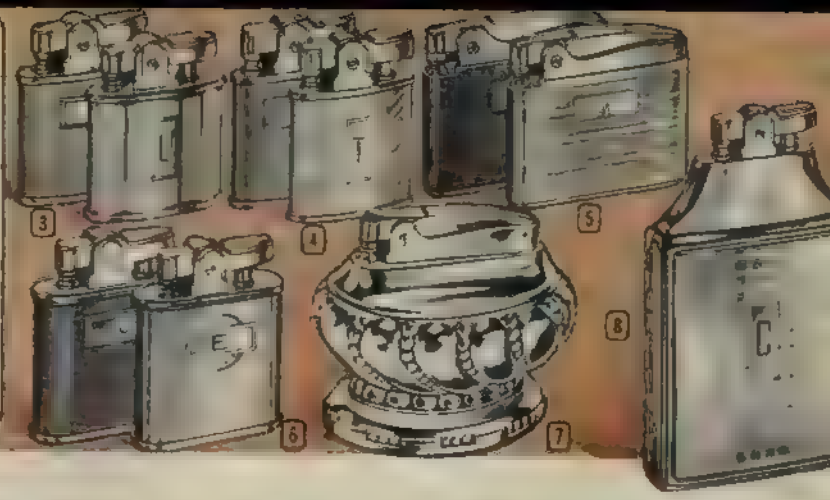
3 ROAD GRADER. Heavy gauge steel with safety rounded edges. Steering wheel geared to turn 2 front wheels, 4 rear wheels articulated to make complete turns for smooth riding. Has realistic plastic motor, rubber smoke stack. 6 rubber tires. 19 inches long, 5 inches high.
R35 J 5540. (9 lbs.) **5.39**

4 EARTH MOVER. Scraps, lifts and dumps sand! Dump body raises and lowers, can dump load in any location. Pivot mechanism keeps dump body level on steep inclines. Has 4 rubber tires, rubber smoke stack, plastic motor, heavy gauge steel with safety edges. 20½ in. long.
R35 J 5539. (9 lbs.) **5.39**

NEW RONSON BUTANE LIGHTERS

- Clean, odorless
- One finger action
- Steady jet flame
- 2 extra refills

as low as **12.50**



RONSON—"SMART TO OWN—SMART TO GIVE"

1 2 BUTANE LIGHTERS. Clean, steady jet flame no wick. Lights pipes, cigars, cigarettes. Butane gives 4 months service. 2 tanks in cylinder. Refill, 2 extra.

1 MAXIMUS DE LUXE. Sleek, trim for men and women. Tortoise enamel finish. Postpaid.
V54 J 2504 **13.50**

2 MAXIMUS STANDARD for men, women. Chrome satin finish.
V54 J 2508M Ppd **12.50**

BUTANE REFILLS. For above.
54 J 2528M Ppd 2 for 75¢

3 RONSON STANDARD. Small, compact, light weight, a lifetime of lights, styled for men and women. Gray enamel. Print initial.
V54 J 2531 Postpaid **6.95**
V54 J 2532 Chromed 8.40

4 RONSON "PRINCESS." Especially for the ladies. Dainty, graceful, feminine—an exquisite gift, combines beauty with service. 1½x1⅝ in. Print initial. Gray enamel.
V54 J 2506 Postpaid **6.95**
V54 J 2500 Chromed 8.40

5 RONSON "ADONIS." Large cigar, streamline design. Sign as a fine watch with graceful modern lines. An ideal Christmas gift for men or women. Print initial. Gray enamel.
V54 J 2502 Postpaid **10.95**
V54 J 2534 Chromed 11.60

6 RONSON "WHIRLWIND." Windshield for sure light outdoors. Masculine styling, ideal for sports men. 1¾x2⅛ in. Print initial. Gray enamel.
V54 J 2538 Postpaid **8.95**
V54 J 2537 Chromed 9.60

7 TABLE LIGHTER. Famous Ronson. Convenient table or desk. Smart to own and well cared. Hard rubber shape. Engraving wreath, greatly treasured in heavy engraved silver plate.
V54 J 2584 *Postpaid **14.70**

8 RONSON MASTERCASE. Lighter, cigarette case combination. Chrome plate with polished satin finish. Holds 14 regular size cigarettes. Print 1 initial. 4x2¼ inch.
V54 J 2549 Postpaid **12.80**

ZIPPO WINDPROOF LIGHTERS. Stays lit in strong winds. Lifetime action, windguarded flame. Brush finish chrome. 1½x2¼ in. 3 styles.

9 CHROME PLATED. Handsome smooth finish. Long lasting beauty.
V54 J 2523 Postpaid **3.50**

10 HUNTERS. 4-color engraving of Hunter and Pointer on lens.
V54 J 2524 Postpaid **4.75**

11 FISHERMANS. 4-color engraving of Fisherman, Rod, Reel on lens.
V54 J 2528 Postpaid **4.75**

12 13 YELLO BOLE PIPES. Select imported briar treated with real honey to assure sweet smoking pleasure! Meta screen filter improves taste. An economical gift for the smoker. Packed in gift box. Choice of Apple, Billiard or Bulldog shape (shown above). State shape desired when ordering.

IMPERIAL MODEL (12)
54 J 2801 Postpaid **1.50**

CENTURY MODEL (13)
54 J 2802 Postpaid **2.00**

14 15 16 KAYWOODIE PIPES. Century aged, special seasoned imported briar. Original dry smoking pipe. Patented drinkless condensing filling filters. Retains tars before they reach your mouth. Hard rubber screw type bit. Aluminum band. Choice of three shapes shown above.

KAYWOODIE STANDARD (14). Gift boxed.
54 J 2805 State shape. Postpaid **4.00**

KAYWOODIE SUPERGRAIN (15). Gift boxed.
54 J 2803 State shape. Postpaid **5.00**

KAYWOODIE FLAME GRAIN (16). Gift boxed. State shape.
54 J 2804 Postpaid **10.00**

17 NEW FALCON PIPE. Cool, clean smoking, sensation. Imported briar bowl, screws, easy to clean. Moisture trap. Metal stem, hard rubber bit. Apple, Billiard or Dublin bowl (shown). State bowl.
54 J 2819 Postpaid **3.50**

18 2-PC MARKSMAN PIPE SET. Beautiful matched set, an ideal gift for the pipe smoker. Bowls of imported Italian Briar in strikingly handsome flame grain design. Patented moisture catcher, hard rubber bit. Includes rayon satin lined gift box.
54 J 2821 (1 oz) **5.00**

19 6-PC PIPE SET. Famous "Missouri Meerschaum" corn cob pipes. Cool, clean, sweet smoking. 6 pipes with assorted bits. 2 bone bits, 2 plastic bits, 1 hard rubber bit, 1 berry filter bit.
54 J 2814 (1½ oz) Set **98¢**

20 8-PC PIPE SET. For the pipe collector. Famous "Missouri Meerschaum" corn cobs in unusual shapes, small, large. Assorted bone, hard rubber and plastic bits. Shipping wt. 1 lb. 1 oz.
54 J 2815 Set **1.69**

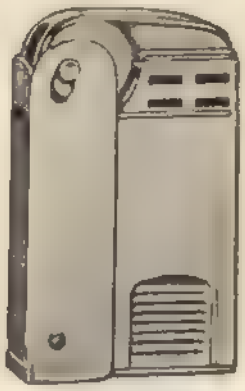
*Price includes Federal Excise Tax

Popular Selling POCKET LIGHTERS

Nickel Design
Actual Size

Regens Windproof Stormlitter. The all-purpose lighter you have been waiting for. Easy to operate—press the side and there is a good wind-resist at flame—to lite a pipe, just slide out the removable tank. Nickel finish in assorted designs. Each in carton

No. 83J733. Per dozen....11.78



Mirror Design
Actual Size

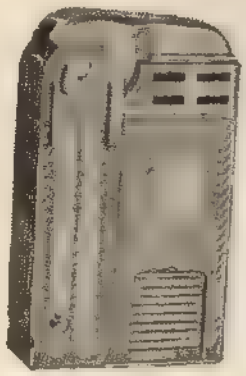
Regens Streamlined Stormlitter. Bright polished Chrome plated With all the famous Regens windproof Stormlitter features. Each in carton

No. 83J764. Per dozen. 15.67

Enamel Design
Actual Size

Regens Windproof Stormlitter. Bright polished chrome plated with assorted colored enamel designs. With all the famous Regens windproof, stormlitter features Each in box

No. 83J833. Per dozen..... 15.67



Etched Assorted
Actual Size

Regens De-Luxe Stormlitter. Yellow gold finish with smart assorted etched designs A lighter that is long lasting and faithful in any weather. For lighting a pipe as well as cigarette and cigars. Each in gift box.

No. 83J734. Per dozen...18.56

Clinton Automatic Table Lighter. Entirely windproof Double asbestos wick assures lifetime use. Attractive engine turned designs. Unconditionally guaranteed. Packed 12 to attractive counter display card. Retail 1.00 each

No. 83J854. Per dozen.....7.06

Park Storm King Windproof Lighter. Engine turned design in silvertone finish Mounted 6 to attractive display card Retail 1.05 Tax Incl.

No. 83J664. Per dozen 8.36

PARK LIGHTERS

Deluxe Park Slim Lighter. Beautiful polished chrome finish. Park surefire action that is guaranteed for lifetime. Individually boxed Retail 2.14 Tax Incl

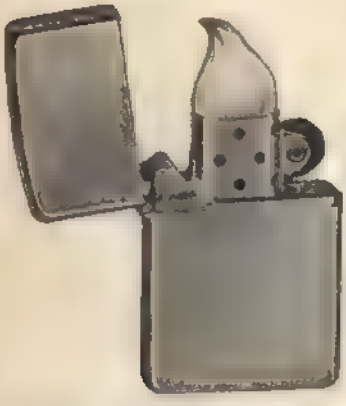
No 83J799. Each.....1.34

Deluxe Park Masonic Lighter. Beautiful anodized silver-like finish with rich multi-colored fraternal insignia Individually boxed Retail 2.14 Tax Incl

No. 83J800. Masonic Lighter Each 1.34

Can be supplied in other fraternal emblems on special order in lots of 3 dozen.

ZIPPO *Wind-Proof, Never Fails* LIGHTERS



Genuine Zippo Windproof Lighter Solid metal with a bright silver-like finish. Nationally advertised Individually boxed and fully guaranteed by the factory. Retail 3.20 Tax Incl.

No. 83J498. Each 1.96

Zippo Lighter. Flashing . . . bright . . . a "jewel" of a lighter, in gleaming chromium. It includes every established Zippo feature—dependability, ease of filling, fine precision workmanship and cost-free operation. Retail 4.27 Tax Incl

No. 83J735. Each 2.62

Zippo Lighter. The brilliance of fine chromium-plating is enriched by a delicately executed engine turned design. And the dependability of Zippo's unsurpassed windproof design . . . compactness and lightness, makes this a truly deluxe lighter Retail 5.24 Tax Incl

No. 83J736. Each . . . 3.28

SCHICK ELECTRIC SHAVERS

NOTE: Lots of six or more prepaid to address for six razors, single or assorted.

NEW Schick "20"

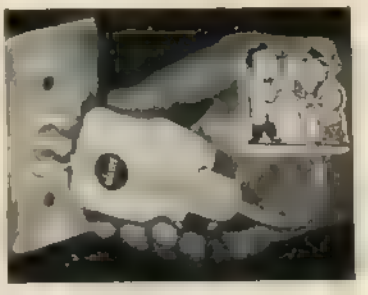
Shaving at its very best and newest from the people who made shaving easy—from the inventors of electric shaving. Schick. ***An entirely new shape*** beautifully balanced, finger-fitting, with non-slip grip. Packed with new features that add up to shaving pleasure never known before.

New Hi-Velocity Heads, with higher speed from larger center thrust—compact, close-cropping. New Step-Start switch brings them into action. New and larger Whisk-Its to catch clippings. And the new Schick motor that packs more power than any Schick ever built. AC or DC, 110-120 volts. Static suppressor. Underwriters' Laboratories approved. Comes packed complete with new matching cord, flexible plastic cord ring, shearing head guard and cleaning brush in handsome new Cavalier Case specially designed for the Schick '20'. In a rich, leather-like covering, saddle-stitched, lettered in gold. Handily sized for medicine cabinet, washbasin shelf, dressing room—or for traveling. Weight 18 oz.

RETAIL

$24.50

No. 83J864.
Each 15.61
Lots of 6 or more, Each 14.41



Shavex. For a faster, smoother shave. Every electric shaver is built not only for AC but for the extra speed and power of DC. Shavex changes AC current to DC current, thus giving a faster, smoother shave. Just plug Shavex in the outlet and the razor to the Shavex. Shavex also eliminates 85% of shaver radio static. Fully guaranteed. Retail 5.95.
No. 83J878. Each 3.79

Schick Colonel. Made to shave cleaner, closer than ever with its brand-new 3-M Hollow-Ground Shearing Head. The head arches the skin gently, the intercept plate [illegible] and [illegible] Whisk-Its. Step-Start switch, long-life motor for AC or DC 110-120 volts. Static suppressor. Underwriters Laboratories approved. Comes packed complete with matching cord, cleaning brush, [illegible] shearing headguard in smart, beautifully covered metal [illegible] case. Retail [illegible]
No. 83J787. Each 11.14
Lots of 6 or more, Each 10.29

Schick Super. New Step-Start Switch turns motor on or off at a finger-touch. New power-packed motor speeds V-16 Shearing Heads through toughest whiskers. New [illegible] cushioning, new actuating lever give trouble-free performance. New Stream-Flo. One side ribbed for non-slip grip. Note new Step-Start Whisk-Its, blended into shaver, which catch all board clippings. AC or DC, 110-120 volts. Static suppressor. Underwriters Laboratories approved. Complete with matching cord in new plastic cord ring, cleaning brush, shearing headguard—in new all-metal travel case, [illegible] covered, stamped in gold. Retail [illegible]
No. 83J788. Each 14.33
Lots of 6 or more, Each 13.23

ROLLS RAZOR

The only safety razor that gives many years of shaves with one blade. Hollow-ground from the finest Sheffield steel, this blade is always kept keen by the built-in strop and hone. Easy and quick to use for years of superb shaving.

ROLLS RAZOR IMPERIAL No. 2

In simulated blue Morocco case, satin lined with velvet platform. Retail 12.00.
No. 83J22. Each 9.55
Lots of 6 Each 8.82

SPARE PARTS

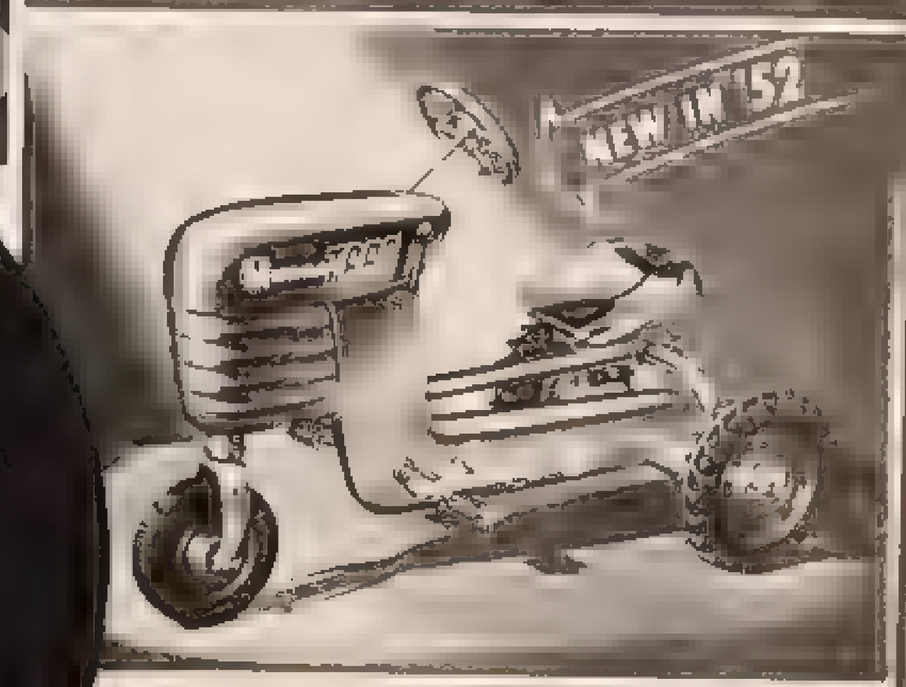
No. 83J266.	Blade Holding Clip. Each	.38
No. 83J267	Strop [illegible]	.79
No. 83J268.	Hone. Each	1.12
No. 83J269.	Blade Each	2.39

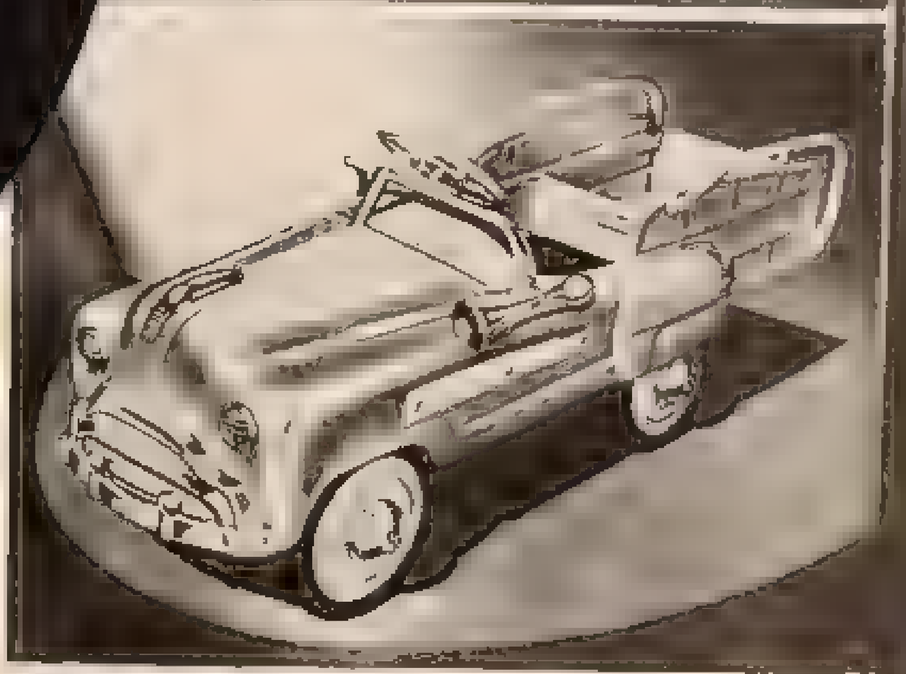
ROLLS RAZOR TRAVELER

In simulated all gator case, satin lined, with velvet platform. Contains extra blade. Retail 15.75.
No. 83J270. Each 11.84
Lots of 6 Each 11.02

MURRAY WHEEL GOODS

MURRAY BICYCLES
include de luxe and standard models in sizes from 26" down to 14" boys' cycles. Equipped with MUSSELMAN COASTER BRAKES, another M O product





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baby walkers, wheel goods, bicycles

Murray Ohio is rigidly adhering to the highest standards of quality in spite of restrictions and shortages beyond our control. Production is as large as possible within these limitations. Our policy of fairly allocating this output among *all* buyers, both large and small, will continue.

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[illegible] for toys that com- [illegible] It means also [illegible] ing through play!

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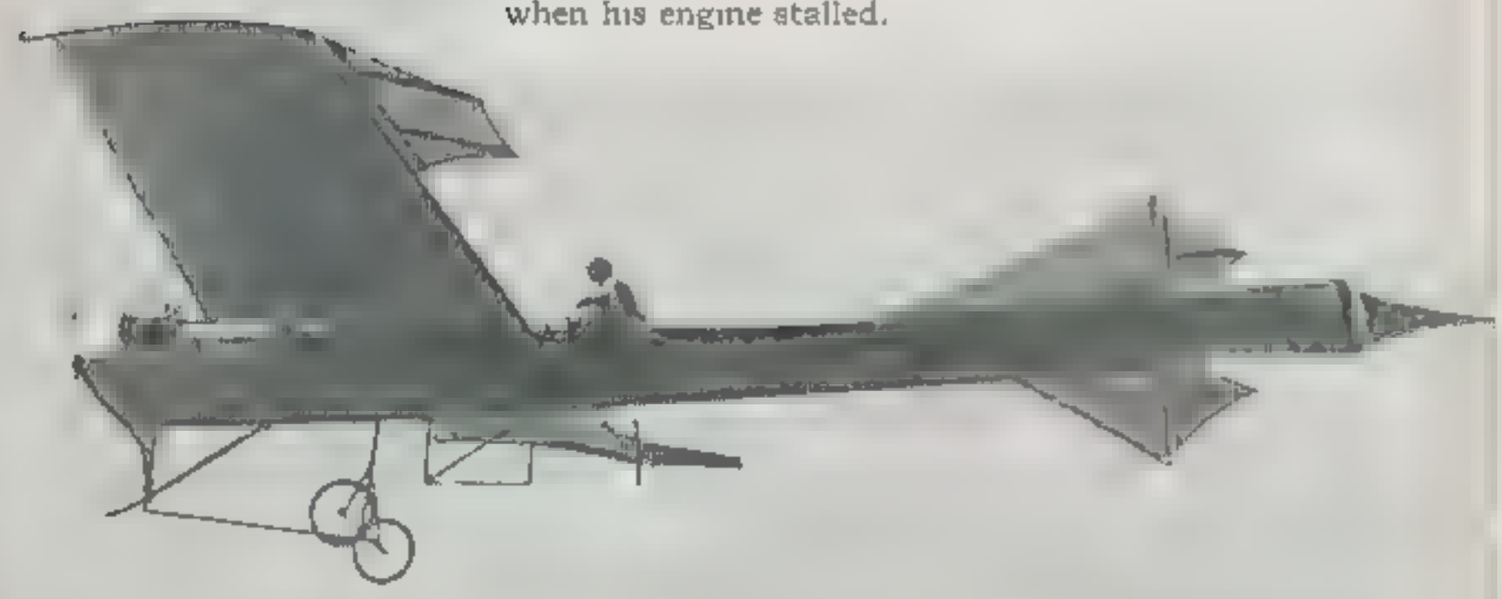
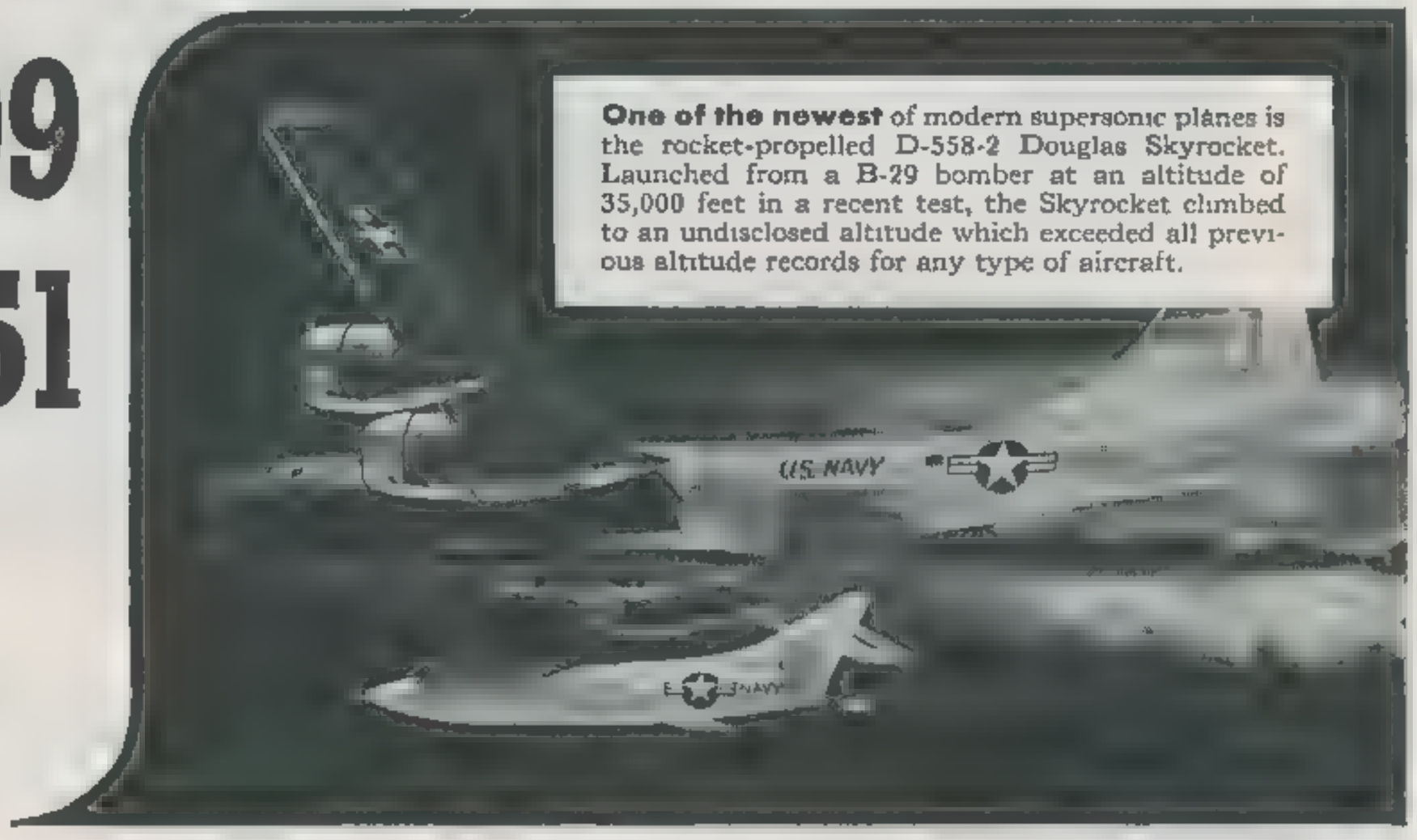


154.5 kilometers in 2 hours 18.9 minutes (about 42 MPH) was a world's record *for speed* set by Hubert Latham, at Rheims in 1909. This same year Latham made two unsuccessful attempts to fy the English Channel but was forced down each time when his engine stalled.



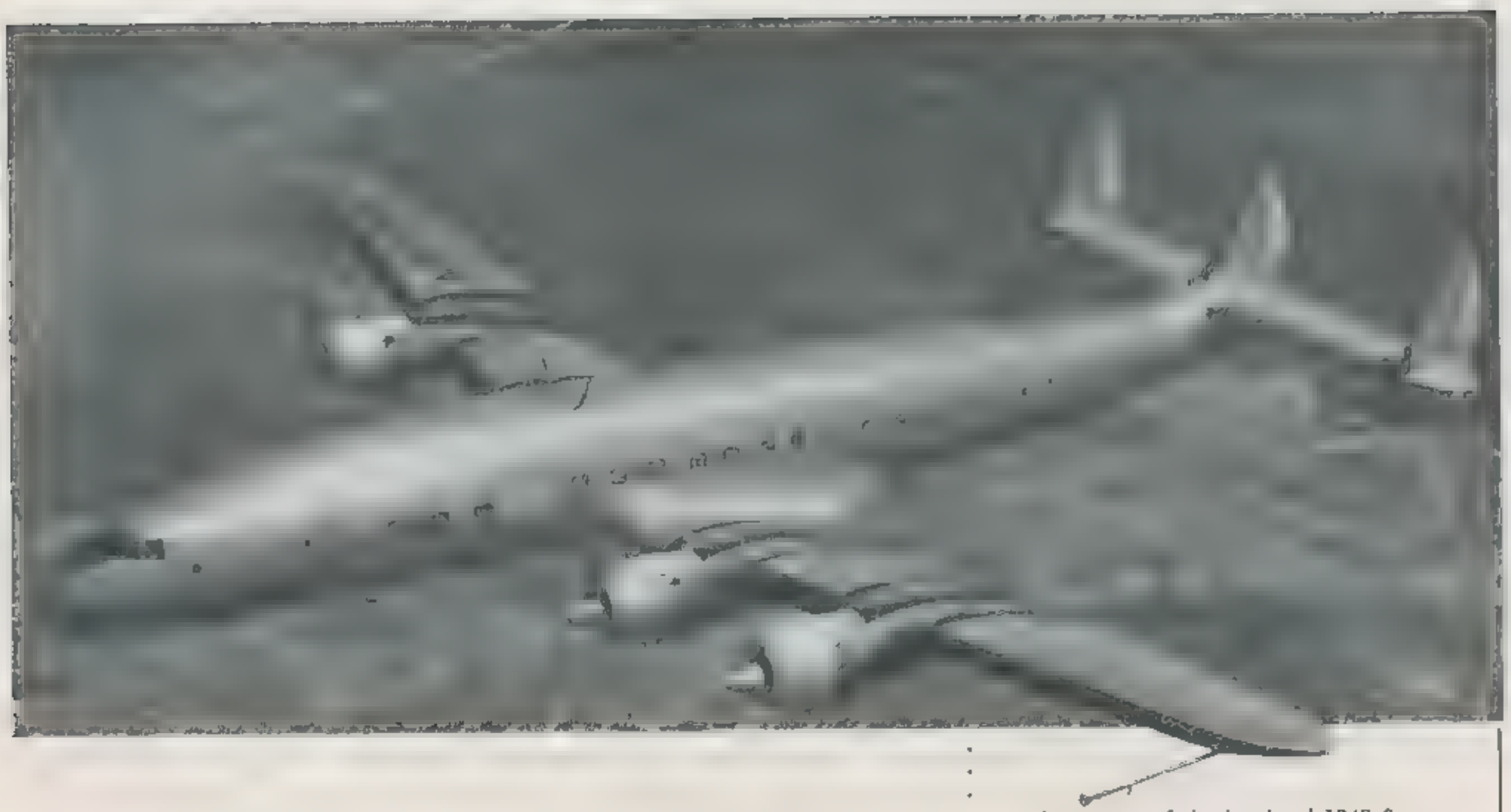
One of the newest of modern supersonic planes is the rocket-propelled D-558-2 Douglas Skyrocket. Launched from a B-29 bomber at an altitude of 35,000 feet in a recent test, the Skyrocket climbed to an undisclosed altitude which exceeded all previous altitude records for any type of aircraft.

FROM THE EARLY yesterdays of aviation the name Phillips Petroleum Company has stood for dependable, high-quality products. Phillips Petroleum Company pioneered in the development of high-octane gasoline. Today Phillips is one of the largest gasoline suppliers for military, commercial and private planes. Phillips is also turning out fuels for turbo-props and jets. And in Phillips laboratories and testing fields, scientists are at work on new and tremendously more powerful fuels for the aircraft of tomorrow. For dependable aviation fuels and lubricants, think first of Phillips.

AVIATION DIVISION, PHILLIPS PETROLEUM COMPANY,
BARTLESVILLE, OKLAHOMA

Phillips 66

AVIATION PRODUCTS



Flight view of the Lockheed 1049 Super Constellation, the newest member of the famous family of Constellations that are in service on 16 major world airlines. All glass in the cockpit is Pittsburgh Flexseal Safety Glass.

Lockheed's new Super Constellation features improved cockpit vision with Pittsburgh Flexseal Safety Glass

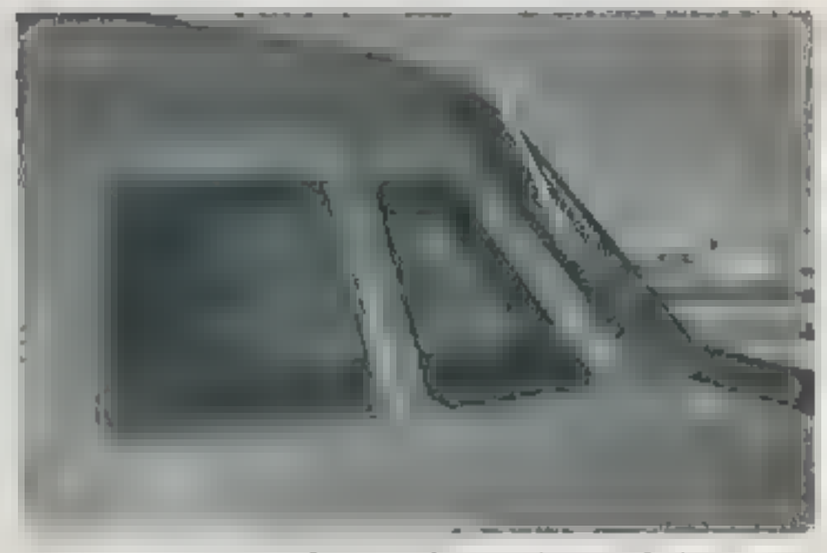
NEWEST addition to Lockheed's famous family of Constellations is this giant 1049 Super Constellation. Pilot vision came in for careful attention in designing this plane, and every possible step was taken to assure the best visibility in all directions under every flying condition.

The seven openings in the cockpit are all glazed with flat Pittsburgh Flexseal Safety Glass. This glass and plastic lamination has been found ideal for the high-speed, high-altitude operation typical of the Constellations. It is flush-mounted with narrow posts that provide the least possible obstruction to vision and it is bird-resisting.

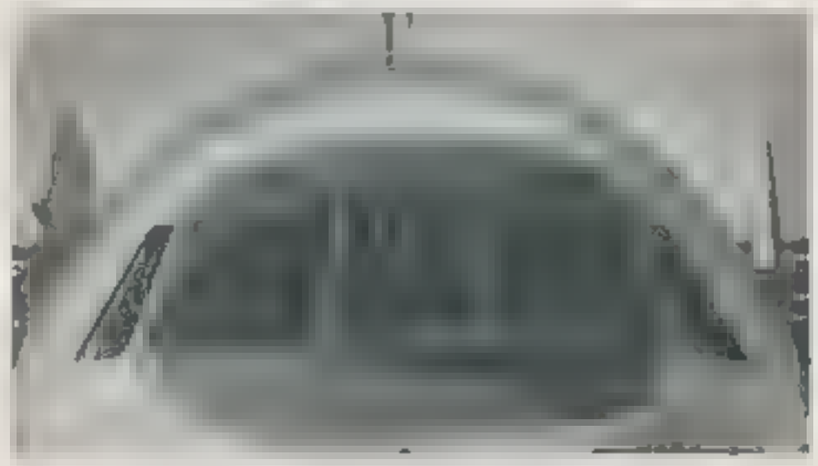
The three forward glass areas in the cockpit make use of electrically-heated Pittsburgh NESA Glass. This special type of Flexseal was installed after exhaustive tests of its heating and pressurizing cycles in Lockheed laboratories

Thus the 88-passenger Super Constellation takes its place alongside many other commercial and military planes equipped with Safety Glass by Pittsburgh. Manufacturers consistently bring their glazing problems to Pittsburgh, knowing they'll receive competent engineering assistance along with Safety Glass specifically designed for the job it must perform.

We invite you to submit your Safety Glass and glazing problems to Pittsburgh engineers; they'll receive the most careful attention Pittsburgh Plate Glass Company, Room 2035-2, Grant Building, Pittsburgh 19, Pa



A close-up view of the side windows of the Super Constellation's cockpit Note the unobstructed vision insured by an advanced joining method that permits the use of extremely narrow posts.



These three forward glass areas are electrically-heated NESA Glass to assure the best vision under every flying condition

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Bent *FLEXSEAL* Safety Glass solves difficult optical problem on North American's newest Sabre jet

THIS NEWEST VERSION of North American Aviation's Sabre jet, the F 86D, uses Pittsburgh Multiplate and Pittsburgh Flexseal Safety Glass. It features the same sweptback wing with its high lift and low drag that helped an earlier Sabre set a world's speed record. A more powerful jet engine gives it even greater performance characteristics.

NORTH AMERICAN AVIATION'S new F-86D Sabre jet features even greater speeds and higher altitudes than its Sabre predecessors. These performance improvements presented a difficult optical problem that Pittsburgh engineers helped to solve.

To give the pilot the greatest possible freedom from vision distortion, Pittsburgh engineers designed special bent panels of Pittsburgh Flexseal Safety Glass for the openings to the right and left of the windshield. This glass-and-plastic lamination has the stamina to stand up under the speeds and altitudes at which this plane operates.

The windshield of the Sabre makes use of Pittsburgh Multiplate Safety Glass, a bullet-resisting, gunsight reflector-type glass.

Manufacturers of the nation's first-line military and commercial planes bring their glass and glazing problems to Pittsburgh. They know they'll receive competent design assistance as well as the finest Safety Glass that modern research and manufacturing methods can produce. We invite your inquiries, too. Pittsburgh Plate Glass Company, Room 2066-2, Grant Building, Pittsburgh 19, Pennsylvania.

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PITTSBURGH PLATE GLASS COMPANY

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Money-making Traffic Stopper

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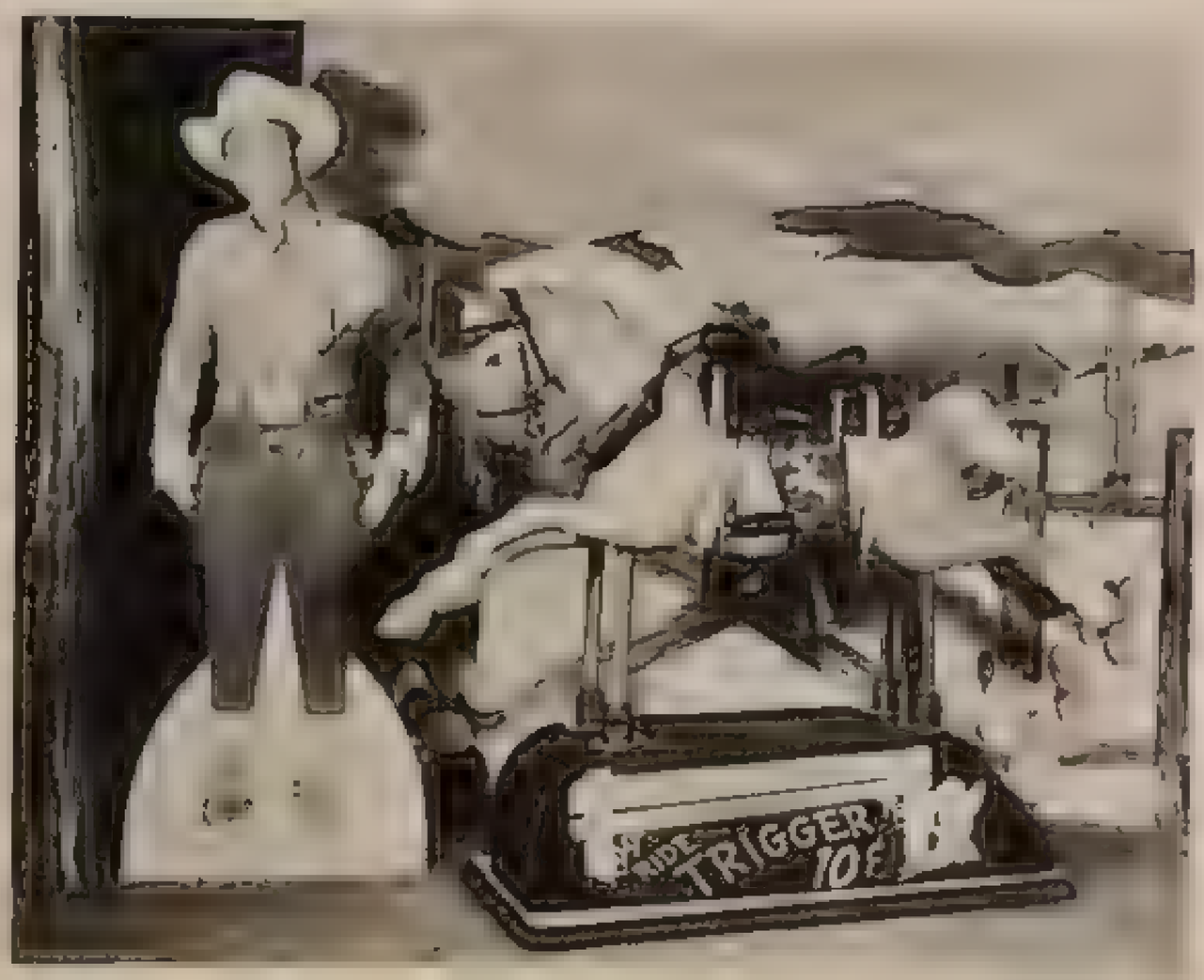
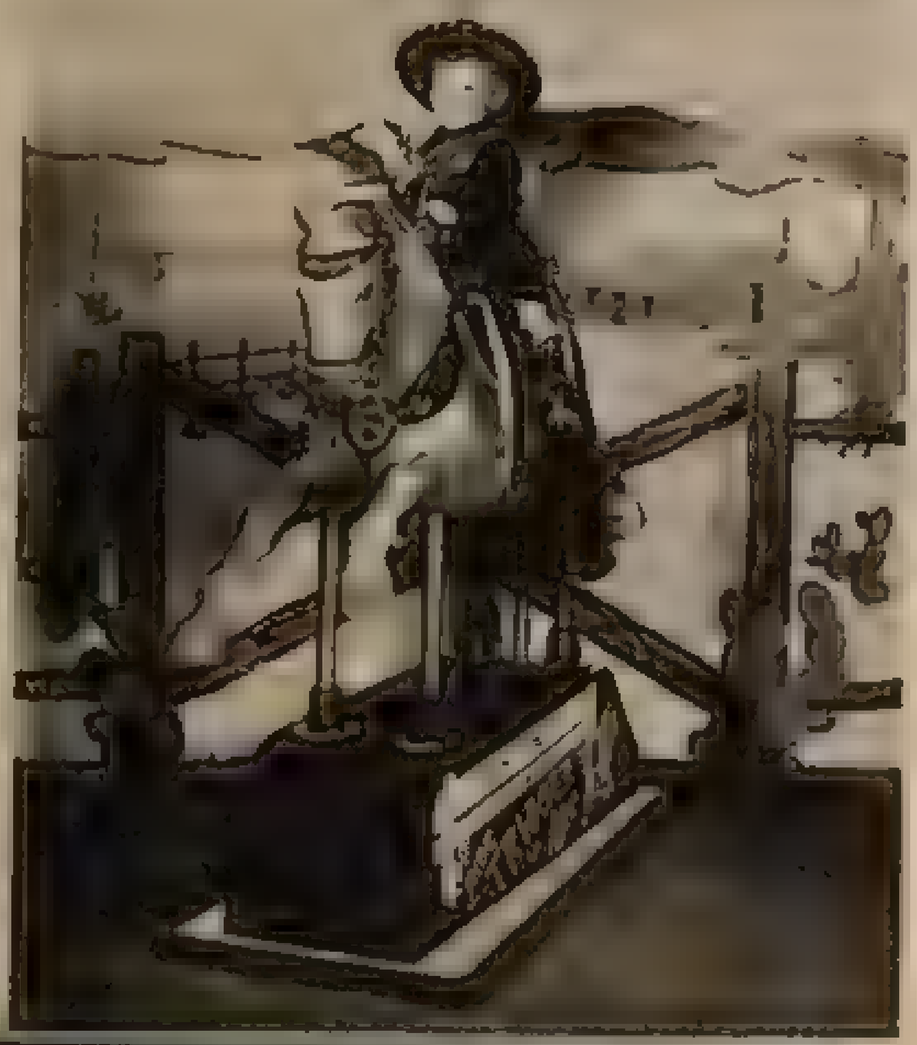
No Investment . . . Nothing to Buy or Pay

1. Invites customers—steps up store traffic
2. Promotes sale of related cowboy merchandise
3. A sure-fire revenue producer—you make no investment





The only mechanical horse on the market that is approved by Underwriters Laboratories

[illegible] rider [illegible] operated [illegible] by [illegible] control [illegible] like [illegible]

SPECIFICATIONS:

Only occupies 6 sq. ft. of floor space. Overall height 54". Height of saddle 45". Overall length 69". Width 23". Base 48" long 14" wide. Powered by AC 1/3 h.p. capacitor type motor 115 volt 60 cycles. Weight approx. 360 lbs. Shipping weight approx. 400 lbs. Will accommodate rider up to 350 lbs. with ease. Genuine leather western saddle and trim. 10¢ coin chute. One minute ride. Color chestnut bronze.

•

Write for name of local operator now who will install "Trigger" without cost to you

EXHIBIT SUPPLY

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Unchallenged Realism in Toys!

SMITH-MILLERS #709

GIANT DUMP TRUCK

Discriminating buyers in search of the best, will appreciate the features of this Smith Miller #709 Giant Dump Truck. Never before has a toy manufacturer gone to so much detail to duplicate realism or built a toy with such rugged metal construction that it defies a boy to wear it out. Never has a toy embodied so many operational features of the full size product it represents. Beautifully finished in bright colors with insignia, show hydraulic cylinder containing genuine aircraft parts and self operating tail gate, assure positive dumping action. Length 19" Width 6⅝" Height 7½" Weight 7½ lbs. Individually boxed. Order No. 709

SMITH-MILLER, INC.

2932 NEBRASKA AVENUE SANTA MONICA, CALIF

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THIS AD WILL PRE-SELL

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TO OVER 30,000,000 READERS

Full-page ad will appear in 10 authorized comic books* with a circulation of 10,000,000 reaching a readership of over 30,000,000!

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Looney Tunes & Merrie Melodies
Roy Rogers Comics
Gene Autry Comics
Walter Lantz New Funnies
Marge's Little Lulu
Tom & Jerry Comics
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The Lone Ranger
Red Ryder Comics

Enjoy Hours of Fun

WITH THESE FAVORITE-CHARACTER COLORING BOOKS!

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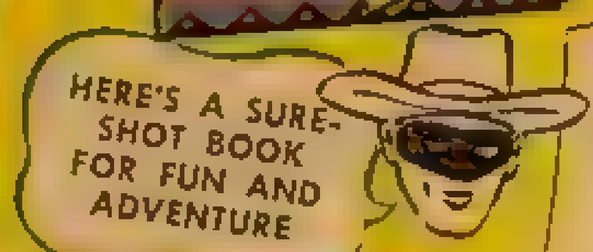
- BIG . . . 128 pages in every book!
- Pages measure a full 8⅜x10⅞ inches!

ONLY 25¢ EACH

ROY ROGERS and DALE EVANS
COLORING BOOK

Those Western favorites, Roy Rogers and Dale Evans with their horse Trigger, make up a bookful of pictures to color. Brightly colored cardboard cover. Authorized edition. Pictures include scenes from their television, movie and radio adventures.

AT ONLY A QUARTER EACH, YOU GET THESE BOOKS FOR A "SONG"!



HERE'S A SURE-SHOT BOOK FOR FUN AND ADVENTURE

LONE RANGER
COLORING BOOK

The well-known masked cowboy, his horse Silver, and Indian friend Tonto. Scores of pages to color PLUS games, quizzes, puzzles, mazes and follow-the-dot pages. Pictures taken from his comic strip, radio and television shows.

WALT DISNEY'S MICKEY and DONALD
COLORING BOOK

Pictures by the one-and-only Walt Disney—ready to be colored! All the characters that add up to hours of fun—Mickey and Minnie Mouse, Donald and his nephews, Daisy, Pluto, Goofy, Bambi, and others. For coloring with crayons or paints.

MR. DISNEY PACKED THIS BOOK FULL OF HIS FUN-FAMILY!

WE'RE AFTER BURIED TREASURE, DOC!

BUGS BUNNY
COLORING BOOK

Right from "Looney Tunes" and "Merrie Melodies" come pictures of fun—Bugs Bunny and his friends, Porky Pig, Pelunia, the Parrot, and others. Colorful ...

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LOS ANGELES

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WORLD'S LARGEST PUBLISHER OF CHILDREN'S BOOKS

for example, the

CONVAIR T-29...

on the final assembly line at the Consolidated Vultee plant in San Diego, California

T-29 navigation trainers (based on the Convair-Liner commercial transport) are continuing to roll off Consolidated Vultee's assembly line in San Diego. Eight of the twin-engine (2400-hp Pratt & Whitney) planes are shown nearing completion above. This high speed "Flying Classroom" is the first plane designed especially for training navigators in groups.

There is Reynolds Aluminum in almost every airplane that flies today

The aircraft industry has learned to depend on Reynolds for consistently high quality and technical aid in working out problems of development and engineering. Reynolds completely interrelated operations from the mining of raw bauxite to the delivery of aluminum in all its forms, assures dependability of supply. And *remember*, as the aircraft industry expands and grows, Reynolds Aluminum keeps pace in supplying and developing *"Tomorrow's Main Metal"*.

Helpful Material for Your Training Program

Reynolds Aluminum is on the job with literature and movies to help you with your personnel training program—add to your own know-how. The complete library of Reynolds Technical Books on aluminum design and fabrication is available to you for the asking. Please send your request on a business letterhead, otherwise the price of each book is one dollar.

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- Aluminum Data Book (Aluminum Alloys and Mill Products)
- Aluminum Structural Design
- Designing with Aluminum Extrusions
- Fastening Methods for Aluminum
- Finishes for Aluminum
- Forming Aluminum (about Apr. 1)
- Heat Treating Aluminum Alloys
- Machining Aluminum Alloys
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And to instruct large groups of personnel . . . to put more interest in your training program . . . get these 16mm, color-sound films from Reynolds Film Service.

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- PIGS AND PROGRESS. The complete story of aluminum from mine to finished products. Covers all forms of aluminum. Running time 22 minutes.

Write to Reynolds Metals Company, 2559 South Third Street, Louisville 1, Kentucky

REYNOLDS METALS

REYNOLDS ALUMINUM

MODERN DESIGN HAS ALUMINUM IN MIND

for example

LOCKHEED F-94 INTERCEPTORS...

on the production lines at Lockheed plant at Burbank, California.

Rugged all-weather F-94 jet interceptors are rolling from the production lines at Lockheed plant in Burbank, California. These powerful fighters are equipped with radar to find targets despite darkness or bad weather, and afterburners for bursts of extra speed. The planes are an advanced development of the Lockheed F-80 Shooting Star of Korean combat experience

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for example the
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on the assembly line of Glenn L. Martin Company Baltimore, Maryland

Designed especially for searching out and killing the undersea raiders, the Martin Marlin is the first post-war, twin-engine flying boat developed for the Navy. This successor to the famed gull-winged Martin can also be used as a cargo carrier, air sea rescue or general utility airplane.

There is Reynolds Aluminum in almost every airplane that flies today

The aircraft industry has learned to depend on Reynolds for consistently high quality and technical aid in working out problems of development and engineering. Reynolds completely interrelated operations from the mining of raw bauxite to the delivery of aluminum in all its forms, assures dependability of supply. And *remember*, as the aircraft industry expands and grows, Reynolds Aluminum keeps pace in supplying and developing "*Tomorrow's Main Metal*".

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- PIGS AND PROGRESS. The complete story of aluminum from mine to finished products. Covers all forms of aluminum. Running time 26 minutes

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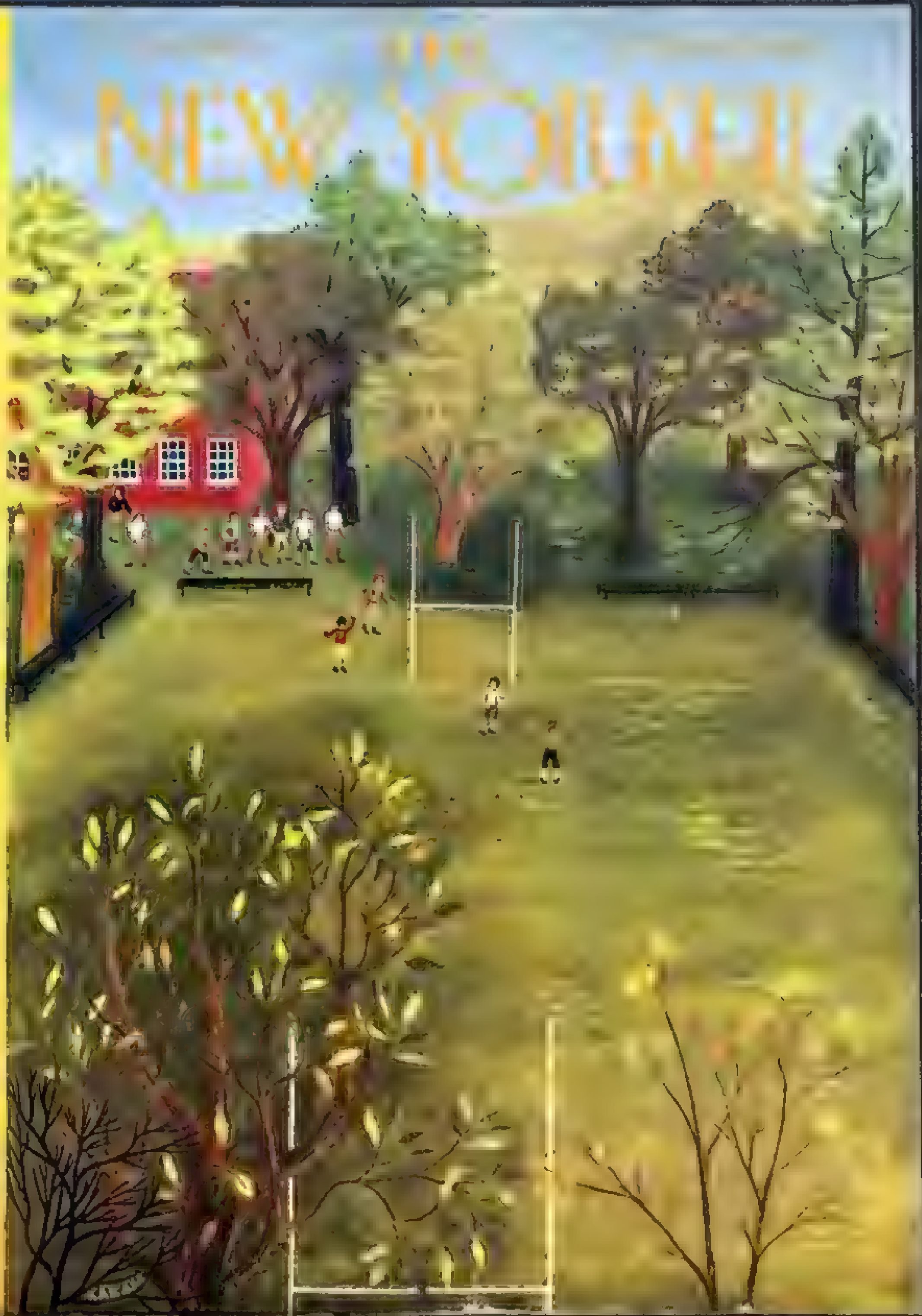
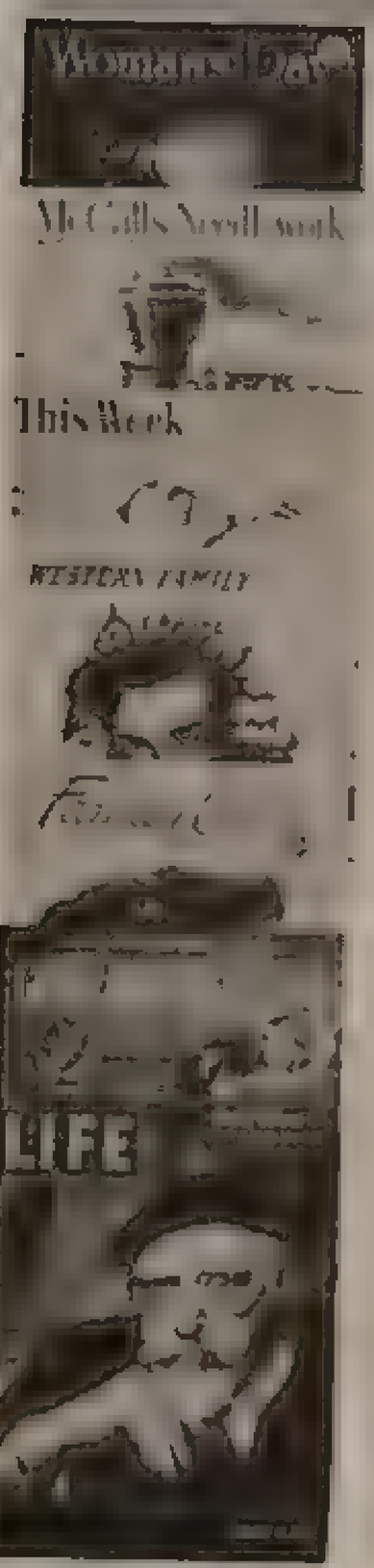

NEW COUNTY

Sweet Sue

the beautiful doll that walks

Tiny Tears

the doll that cries real tears



August issue

Fall issue

November 30th issue

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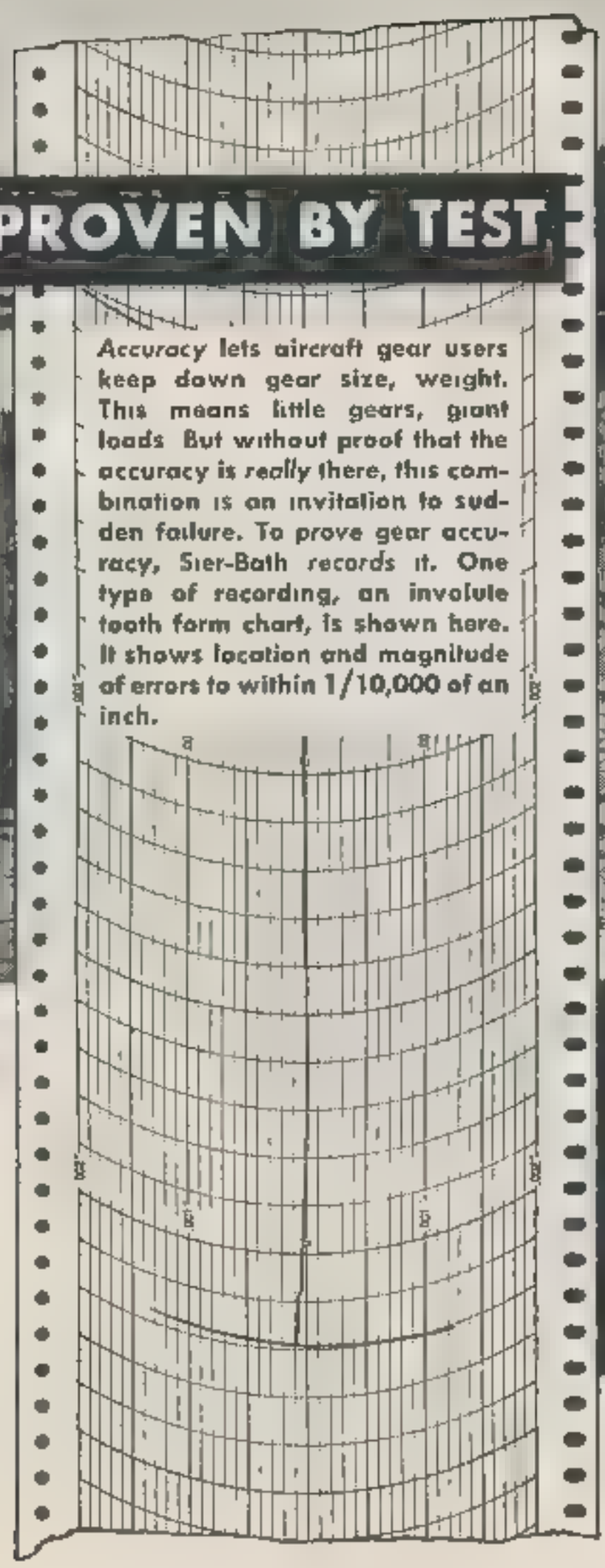

PROVEN BY TEST

Accuracy lets aircraft gear users keep down gear size, weight. This means little gears, giant loads. But without proof that the accuracy is *really* there, this combination is an invitation to sudden failure. To prove gear accuracy, Sier-Bath *records* it. One type of recording, an involute tooth form chart, is shown here. It shows location and magnitude of errors to within 1/10,000 of an inch.

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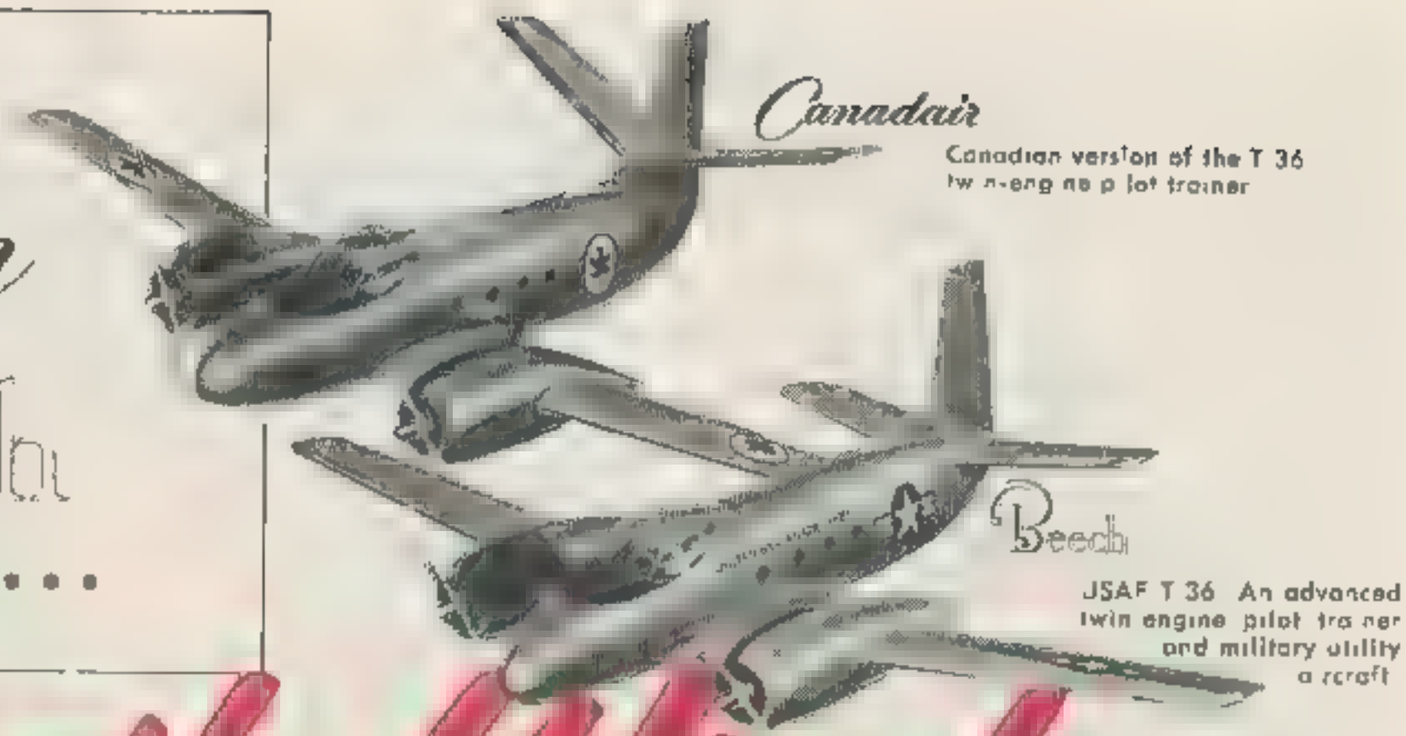

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Rates South Wind output highest *in so compact a unit!*

Now—from Canadair and Beech Aircraft Corporation comes new proof, new acceptance of South Wind superiority in Central Aircraft Heating!

Compared with ordinary type heating systems, this new South Wind package provided Beech with a unit 25% to 50% *less* in weight. A unit 50% to 65% *less* in initial cost. A unit with up to 75% *less* service requirements, service costs and spare parts requirements.

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The Bell HTL-4 and H-13D Helicopters are primarily used to bring battle wounded out, *and do it fast* . . . carrying them in their comfortable, warm, *safe* litters.

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We make the precise rotor transmissions for the HTL-4 and H-13D that assure a positive, smooth, *gentle* lift as the helicopter floats the wounded off the ground and soars swiftly to a base hospital.

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Jet Automatic
REPEATING RIFLE
6 shots with 1 loading!
NEW LOW PRICE! $3.00 Suggested retail
Includes 6 Ammunition Balls!
Sensational new item, from Knickerbocker! 29" long; realistic appearance; loaded at muzzle; individually boxed
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Cut-away diagram shows how ammunition is "stored" inside the barrel.
EXTRA AMMUNITION
Cellophane bag with 12 "Jet" ammunition balls.
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Knickerbocker's JET!
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Safe!
Can not harm children, or break glass.
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Bilnor's

NEW SENSATIONS!

FOR "HEAP-BIG" XMAS SALES...AND "POW-WOW" PROFITS!

"Pow-Wow" Wigwam T.P. 1 (Indian Design)

42" x 42" x 48" high
Individually boxed,
12 boxes to
a carton.
Shipping wt.
23 lbs.

- A Playhouse any youngster can call his own!
- Sets up quickly anywhere — indoors or out!
- Completely self-supporting . . . needs no card table or hanging from a line!
- Easily assembled in a single unit!
- Inflated square non-tipping base of four independent, joined, tubes with smooth tuck-in valves!
- Compact (folds smaller than an umbrella)!
- Made of easy-cleaning, long-wearing Vinylite!
- All year 'round use!

"HEAP-BIG" TEPEE
$10.00 (Li'l Abner Design)

"POW-WOW" WIGWAM
(Indian Design) $5.00

(Pat. applied for)

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54" x 54" x 60" high
Individually boxed.
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Newell's

Suggested Retail

$4.98

NUMBER 500

Shoots 6 rounds of ammunition on each loading. A faithful reproduction in design and styling. Stock and firing grip made of strong plastic finished in light grained walnut. Barrel and air pump of durable aluminum for strength yet light in weight. Stationary trigger and trigger guard enhances realistic appearance. Convenient front end loading positive smooth action. No complicated parts to get out of order. By far the easiest operating Gun on the market.

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Manufactured by **NEWELL MANUFACTURING CO.**
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PROFITABLE HOLIDAY GIFT HITS at LOW, LOW PRICES!

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Alive with Magnetic Action!

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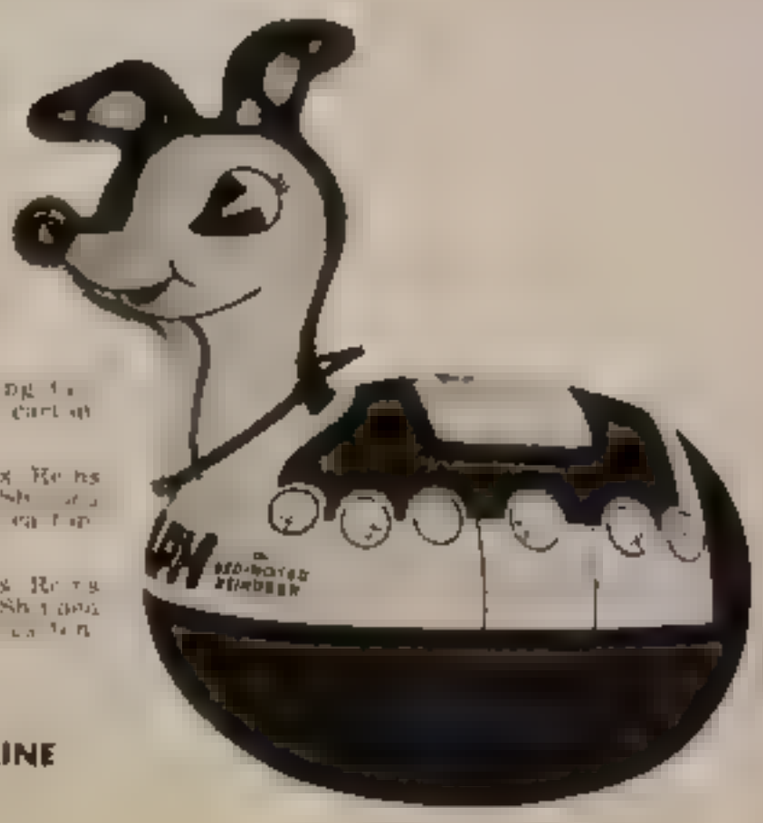
#104 SANTA 23" Rayon 2 colors on white Beard on hat. Shipped deflated in attractive box 3 doz to carton. Wt. Approx 18 lbs per doz.

#1108 RUDOLPH 22" Rayon Screened in 2 colors. Scarf on colorful cord around neck. Shipped deflated 6 doz and 12 doz in cartons. Wt. 16 lbs per 6 doz.

#92 RUDOLPH 17" Rayon 2 colors. Squeaking. Shipped deflated in attractive box 6 doz to carton. Wt. 11 lbs per doz.

#110 RUDOLPH 22" Satin Screened 2 colors. Reins of Rayon. Molded rubber makes head. Shipped deflated in attractive box. Packed 3 doz to carton. Wt. Approx. 5 lbs per doz.

#109 RUDOLPH 22" Satin Screened 2 colors. Reins of Rayon. Molded rubber makes head. Shipped deflated in attractive box. Packed 3 doz to carton. Wt. Approx. 16 lbs per doz.



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Write today for full information and illustrated booklet

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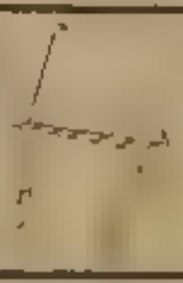

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For the Coast:
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Watch for our ad in October PARENTS MAGAZINE

"TIDY RACK"

20,000,000 Children Want

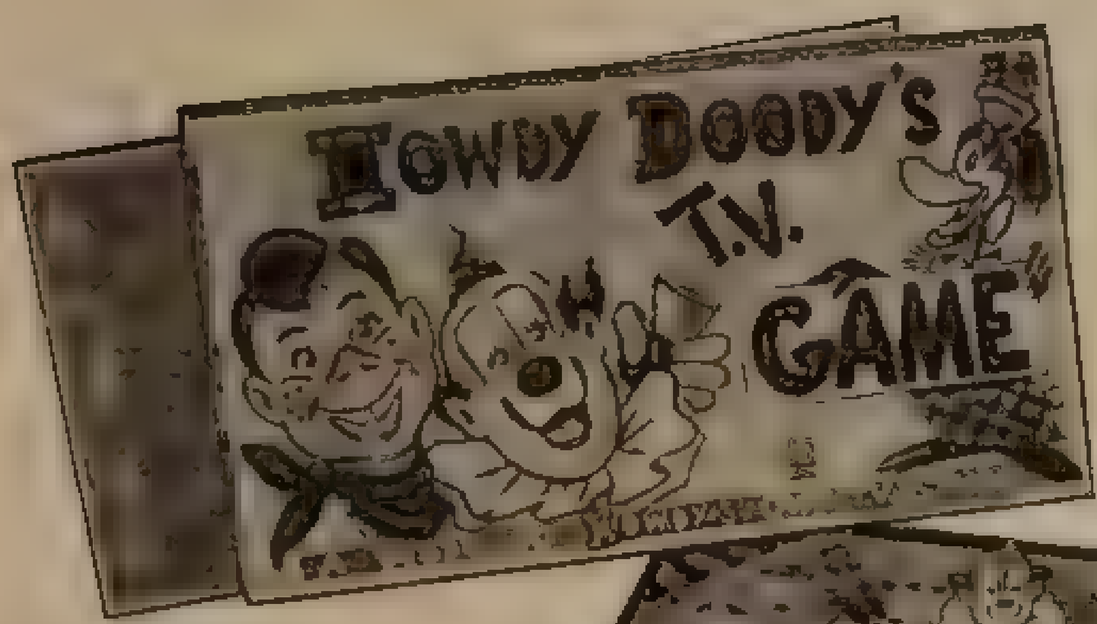
HOWDY DOODY

Keep your cash register ringing
with these 7 sure-fire items

The tremendous popularity of Howdy Doody means extra sales for you when you stock and feature these Milton Bradley leaders. Designed for volume and fast turnover, they are the perfect answer for a colorful, profit-packed promotion.

- ★ BOARD GAME
- ★ SEWING KIT
- ★ PUZZLES
- ★ EMBROIDERY KIT
- ★ PAINT SET
- ★ CRAYON SET
- ★ TV COLORING SET

FREE: Glossy prints, electrotypes and newspaper mats for your own Howdy Doody Promotion.



HOWDY DOODY'S TV BOARD GAME

Every Howdy Doody fan will delight in this exciting, fun-filled game. Howdy and all his gang welcome the player to a trip through Howdy's own TV studio. Full of thrills and surprises for 2 to 4 players. Retail $2.00

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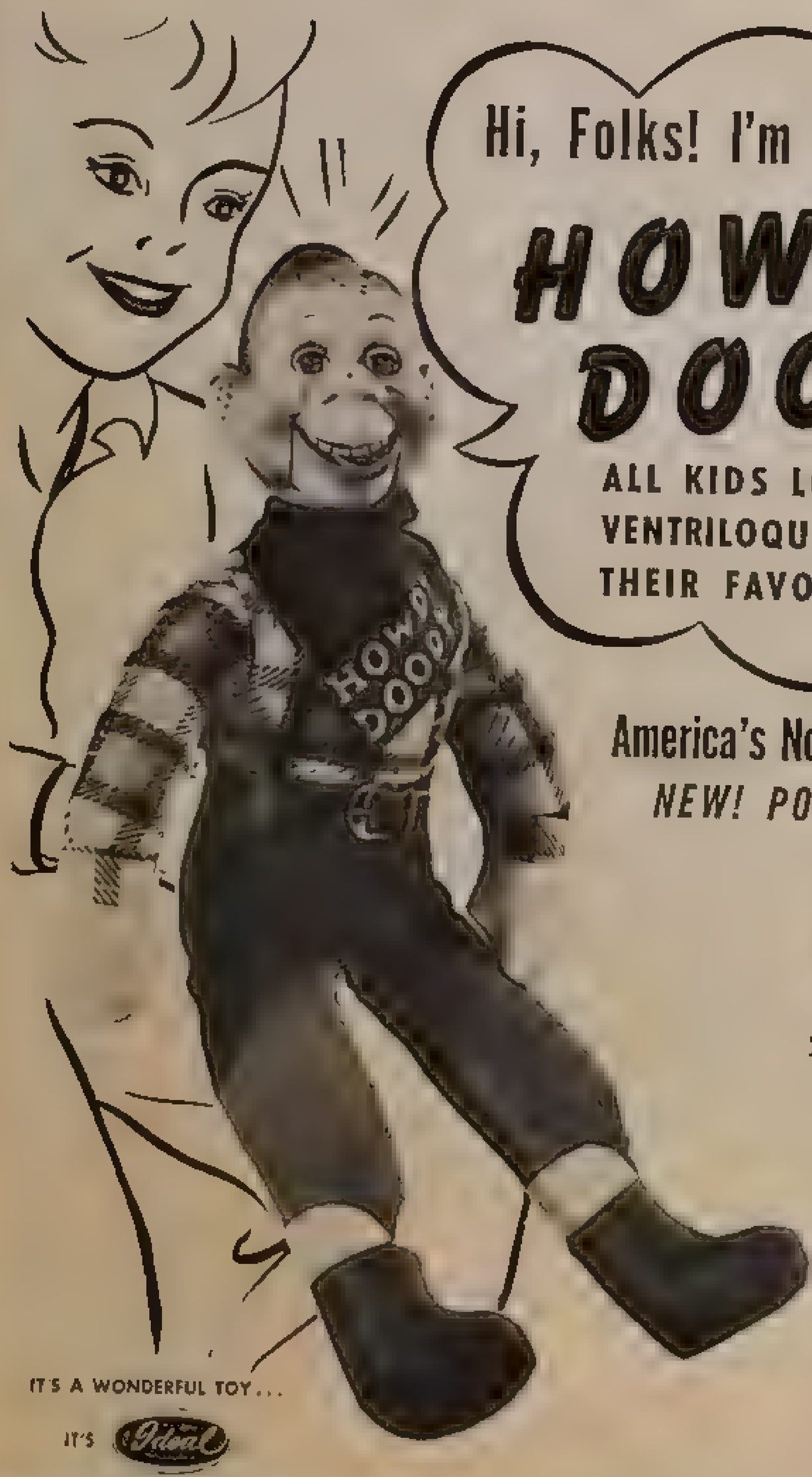

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ALL KIDS LOVE TO PLAY VENTRILOQUIST...AND I'M THEIR FAVORITE PUPPET

America's No. 1 Kid Television Star

NEW! POPULARLY PRICED

$4.98 20½" SIZE

25" SIZE — 7.98

Every kid who enjoys Howdy Doody on TV wants him as a pal. Howdy Doody has a movable mouth which can be manipulated like an authentic ventriloquist's dummy. Dressed in colorful plaid shirt and twill dungarees with contrasting colored boots, with genuine Howdy Doody neckerchief.

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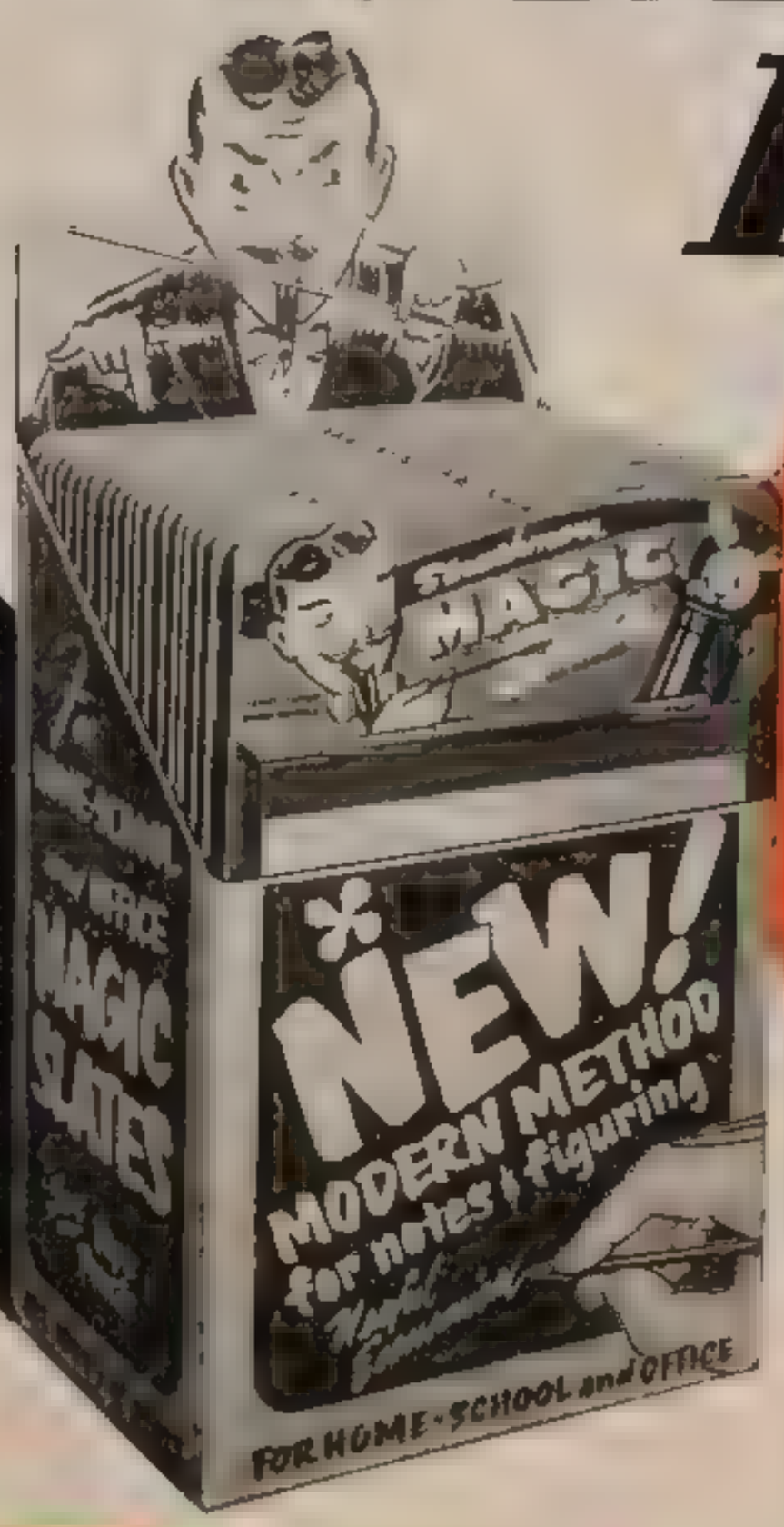
Strathmore

NEW MAGIC PAK



24 Quick Self Sales at Register
Designed to fit [illegible] P[illegible] a MAGIC PAK [illegible] quarters appear

New Convenience for Jobbers
MAGIC PAK [illegible] easy delivery. [illegible] displays

Any One of 5 Slates in MAGIC PAK
Give customers variety! Throw away the empty display. Pick up a FRESH one this time with 24 *Household* or [illegible] Magic Slates. Like Magic — they go [illegible]

Strathmore

MAGIC SLATES *Year 'Round Gifts*

Strathmore Representatives

Year Round Toys

FASTEST SELLING LOW PRICED ACTION GAMES EVER ORIGINATED!

FAMOUS
FLI-BACK
PADDLE and BALL GAMES

Printed in Two Colors

10, 15 and 25 cent Sizes

WONDERFUL PLAY VALUE

FAMOUS
WHIRL-KING
RETURN TOPS

CHAMPION
SPINNING TOPS

RAINBOW BALLOONS

BALLOON STICKS

SPONGE PLAY BALLS
All Sponge Play Ball Finishes are Rubber—Will Not Crack or Retard the Bounce

SPONGE RETURN BALLS
Wrapped in Cellophane – No Tangled Threads

SPONGE BASEBALLS
A Size for Every Hand—Gloss or Rainbow Finishes Will Not Crack

Attractively Designed

LOW JOBBERS' PRICES

PROMPT SHIPMENT

THE FLI-BACK SALES CORPORATION
HIGH POINT, NORTH CAROLINA

WORLD'S LARGEST DISTRIBUTORS — BUY EVERYTHING FROM FLI BACK

[redacted]

Rope in Big Profits with New

No. RR-22
Two Cell
98¢
Case & Lamp

BLOW ON END CAP FOR SIGNAL SIREN

- Roy Rogers and Trigger in full color
- 2 cell top-quality focusing spotlight with candle light feature
- Thrilling "Signal Siren" in bottom end cap
- 3 way switch for steady light
- Flasher button for "Code Signaling"
- Easy bottom loading
- FREE Secret Roy Rogers and Morse Codes packed with every flashlight

Millions of Roy Rogers fans will want these fascinating USALITE "ROY ROGERS" FLASHLIGHTS

Packing—12 USALITE NO RR 22 Roy Rogers Flashlights each attractively boxed. One FREE self-selling, colorful counter or window display. Write for details today!

●

Feature USALITE No. 75 Metal-Top quality batteries for extra profit

UNITED STATES ELECTRIC MFG. CORP.
Factory Executive Offices: 222 W. 14th St., N. Y. 11, N. Y.
Branch: 323 W. Polk St., Chicago 7, Ill

Royal Tot

ROYAL TOT TOY
BRLYN. N.Y.

Manufacturing Company

#129— Magic Knitter

Automatic Knitting Device
Spins out knitted yarn with that "professional look" with a simple twist of the wrist. Makes beanies, pot holders, skatter rugs, mittens, and many other interesting and useful items.
A practical proven toy for young and old. Of metallic plastic with double spring action. Two concealed steel knitting machine needles, operating on the same principle as commercial knitters, guarantee fast, perfect knitting. No practice necessary. Absolutely no weights required to operate this improved knitter.

9½" long;

Individually boxed including Nomotto Yarn.

Packed 2 dozen to a carton

App. weight 6 lbs.

New

IMPROVED MODEL

$1.29

RETAIL

10¢
retail

SPACE BOMB

#S-4—

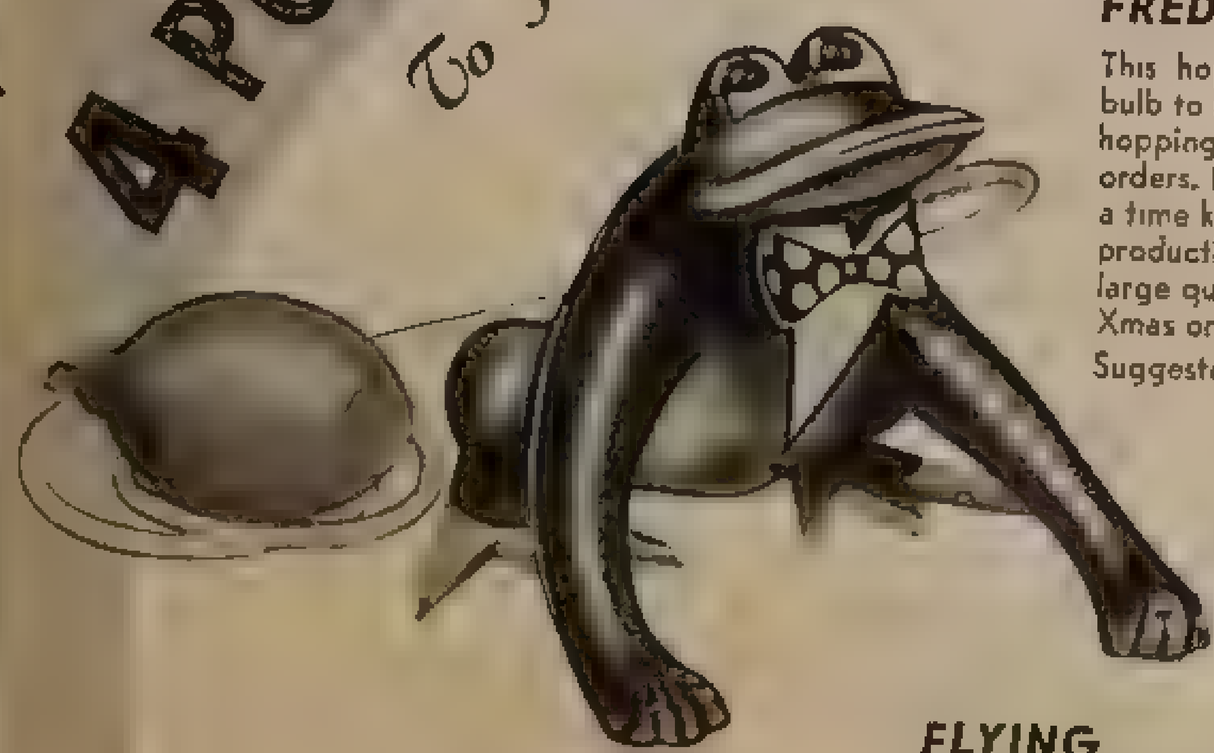
Faithfully designed replica of modern space ship with removable war head holding explosive caps. Upon contact with ground, cap explodes propelling space ship high into air. Absolutely harmless, exciting toy.

4" long. Packed 3 dozen to a beautiful display box. 5 gross to a carton.
App. shipping weight 10 lbs.

For Christmas and Every Day!

A POWER-PACKED TOY SALES LEADERS!

To Help Your Sales Reach for the Clouds



FRISKY FREDDY

This hopping frog (just press bulb to start him leaping) has kept us hopping trying to fill repeat orders. Right now we're having a heck of a time keeping up with Freddy on production. But we promise to have him in large quantities again in time for your Xmas order. Packed 2 Doz. Weight 10 lbs.
Suggested Retail — **$1.49**

FLYING SAUCER GUN

With three flying saucer tops! Another famous family item. Designed for the future; compelling coloring. It's bound to start a father-son playtime habit . . . with father as easy a sales target as son. Packed 3 Doz. Weight 12 lbs.
Suggested Retail — **98c**

ROCKET JET

WATER GUN

All year and Christmas — it wows 'em! With its smooth jet action. Its non-rusting, non-clogging talking points. Contains big load of visual water supply for long, rugged service. There's no doubt this is the toy gun for today — tomorrow — and years to come. Packed 1 doz. to display ct. 6 doz. to ship ct. Weight 10 lbs.
Suggested Retail — **49c**

Official Space patrol Rocket Gun

Designed for the world of tomorrow! Enjoyed by the kids of today! ***The only approved gun for Space Patrol Cadets.*** Invitingly packaged in ***kid-approved colors*** with two flying missiles. A message-carrying missile. An exploding, captomatic war head misslie. Both safety-protected by suction cup tip which conceals secret chamber. Packed 2 Doz. to carton. Weight 15 lbs. Freight prepaid 100 lbs. or over.
Suggested Retail — **$1.49**

MAKERS OF BETTER TOYS **U.S. PLASTIC CO.** THROUGH BETTER ENGINEERING

2570 E. WALNUT STREET • PASADENA 8, CALIFORNIA

your sales will Rocket with

ROCKETS AWAY

Amsco

Sensational NEW Space Travel Game

#430 — Retails at

$2.49*

Cash in on kids craving for *space thrills* created by TV, radio and comics with "ROCKETS AWAY! AMSCO S new space travel game that's *timely* , *exciting* *different!*

Players in this thrilling game actual y launch rocket ships from a SPACE STATION" , score by landing ships on p.anets, stars, the moon . learn by exploring the vast Un verse!

ROCKETS AWAY! consists of 4 rocket ships, a rocket-launching ' SPACE STATION ' with mirror range finder and launching evers, and a colorful ½ inch thick target board showing actual planets. It's packed in an eye catch ng display box with ful -color, futur stic des gn.

Packed 1 doz. to 200 lb. test corrugated master carton, weight 38 lbs. per doz

AMERICAN METAL SPECIALTIES CORPORATION, Hatboro, Penna

Showrooms: 200 Fifth Avenue, New York—Merchandise Mart, Chicago • Factories: Hatboro and Penndel, Penna

ARTISTIC TOYS

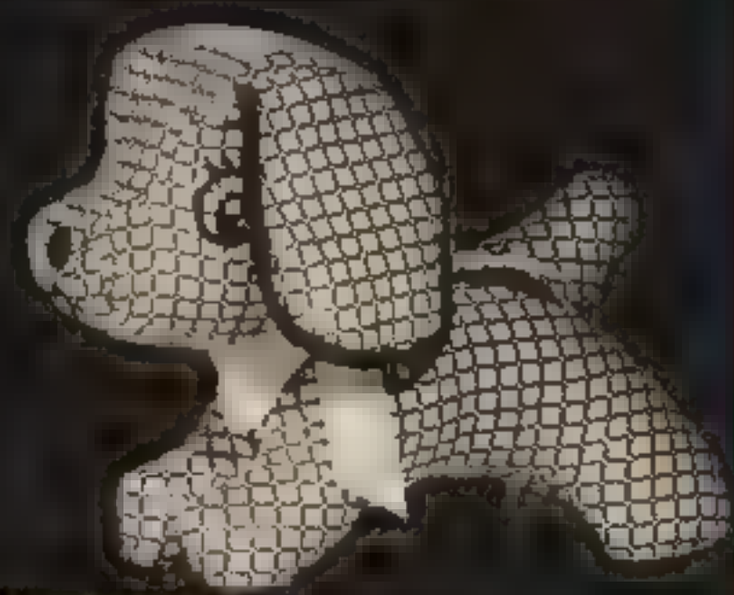
lovable Stuffed Dolls And Animals in Gay

PLASTIC • PLUSH • COTTON PRINTS

for your best Christmas ever . . .

better order now!

Don't lose sales in the last minute rush! Never has Artistic's line been so complete, varied and colorful. That's why it's important you order early, and often, so you're sure of choice selection, prompt delivery.



COTTON-COVERED FOAM RUBBER DOG

PLASTIC FOLKART JOY ELEPHANT

Ready right from Artistic's complete color catalog

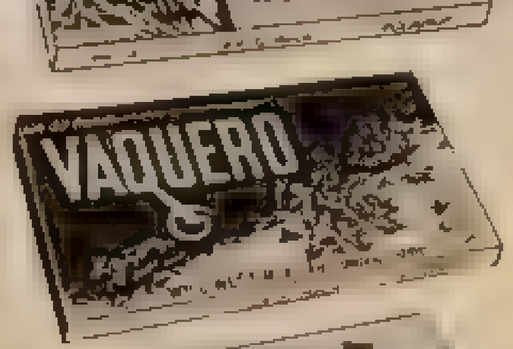
Send for

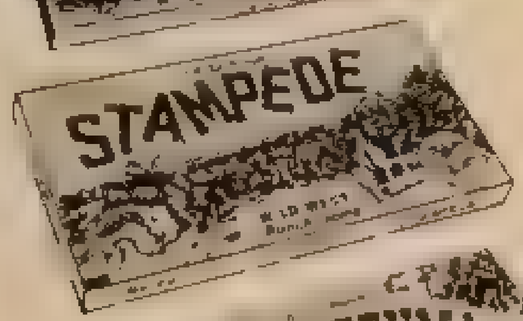
yours today!

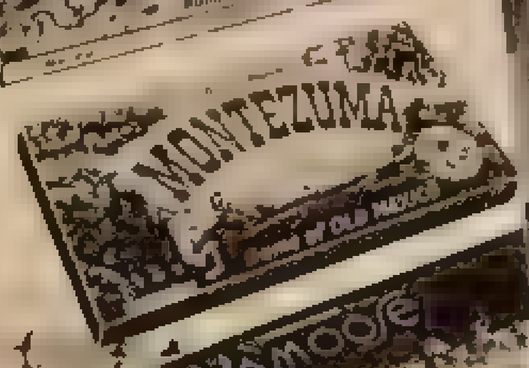
Artistic TOY COMPANY

S. E. Cor. 3d & Cambria Sts., Phila. 33, Pa.

A NEW HIGH in PLAY and DOLLAR VALUE







THE new Wales Westerns meet the revitalized demand for games of unusual action and suspense.

Wales Western Games portray the excitement-packed life of the hard-riding cowboys. Equally fascinating to children and grown-ups, each game requires different planning and play.

Wales Westerns are big and substantial with beautiful, sturdy playboards that add to the overall eye-appeal. Display these handsomely packaged Westerns to give a fresh new look and greater sales-building effectiveness to your toy and game counters.

Colorfully boxed 17" x 8¼" x 1½". Tremendous dollar value at a suggested retail of $1.49.

Ask for our new catalog.

WALES GAME SYSTEMS, INC.

290 Terrace Buffalo 2, N. Y.

2 NEW KILGORE GUNS

Impulse Sales

When a small fry puts up a big sales talk for another cap pistol, "Mom" will give in to his demands if she can do it with a bit of pocket change. That's the market the PAL is designed to meet. While economically priced, the PAL is a handsome, sturdy little cap pistol that will delight any youngster's heart.

IT'S HARD TO BELIEVE THAT THIS HANDSOME VALUE CAN RETAIL AS LOW AS **29c**

Slightly higher west of the Rockies.

ACTUAL SIZE

NO. 9

Kilgore's PAL

Single Shot CAP PISTOL

The PAL is ideally sized for the "little fellow" and yet its realistic western design and sparkling "silver" finish will make him proud to own one. The PAL will take a lot of rough treatment from the most energetic and tireless youngster, for it is permanently assembled. Unlike many single-shot cap pistols, the PAL will accept only one cap at a time.

This "K" Means OK

Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 751 Fifth Ave. Bldg

Chicago Office Room 14 102 Mdse. Mart

PROPERLY TURNED OUT FOR THE CHRISTMAS MORNING PARADE. MINIATURE MODELS OF THE COLDSTREAM GUARDS SHOWING ACCURATE REPRESENTATIONS OF THEIR UNIFORM OVER 300 YEARS.

[illegible]

Models reproduced by courtesy of Mollwable Mouldings of Deal, Kent.

Thermopane makes

the Strata-Dome Practical!

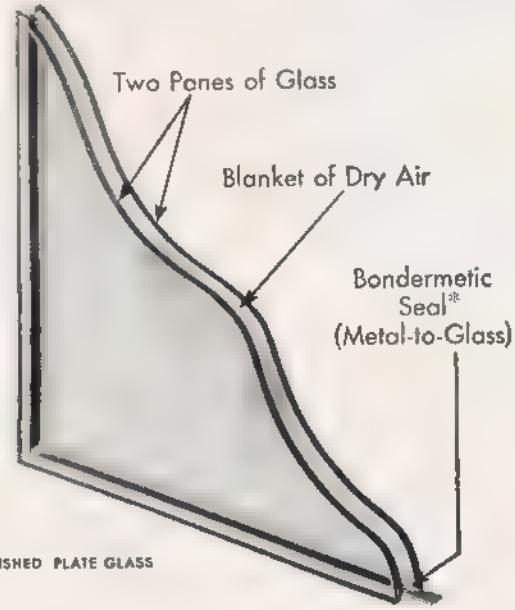
Here's the B&O Columbian high in the Alleghenies. To make sure that passengers ride in insulated comfort—but miss none of the wild, primitive, heart-quickening beauty of the mountains—the huge windows in this Strata-Dome train are glazed with *Thermopane** insulating glass.

Thermopane is a practical choice for all railroads. *Thermopane* windows are not ordinary double-pane windows . . . *Thermopane* alone has the famous *Bondermetic Seal** which prevents moisture and dirt from getting between the panes. This seal is metal-to-glass . . . no organic material that can deteriorate and leak.

That means better insulation and fog-free vision. And it means *Thermopane* windows are as inexpensive to clean as a single-pane window.

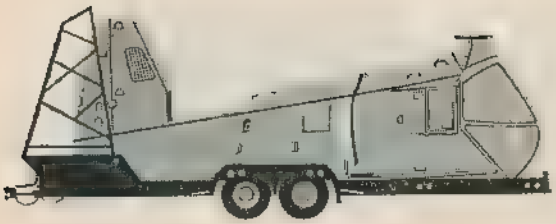
There are 2,500,000 *Thermopane* units in use today for a variety of glazing purposes. Such lines as the Missouri Pacific, Rock Island, B&O and New York Central are taking advantage of it. Why don't you . . . for new cars and any modernizing you're planning. *®

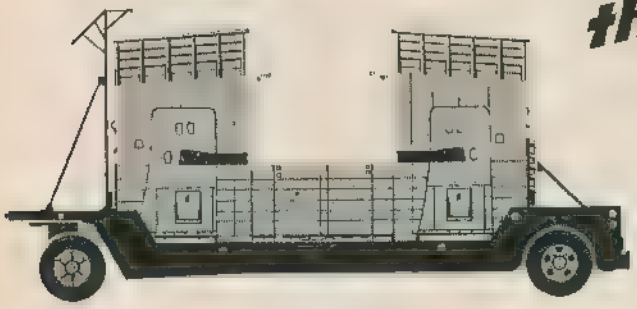
We'll be happy to consult with you on any such programs you have in mind. Libbey·Owens·Ford Glass Company, 3892 Nicholas Building, Toledo 3, Ohio.



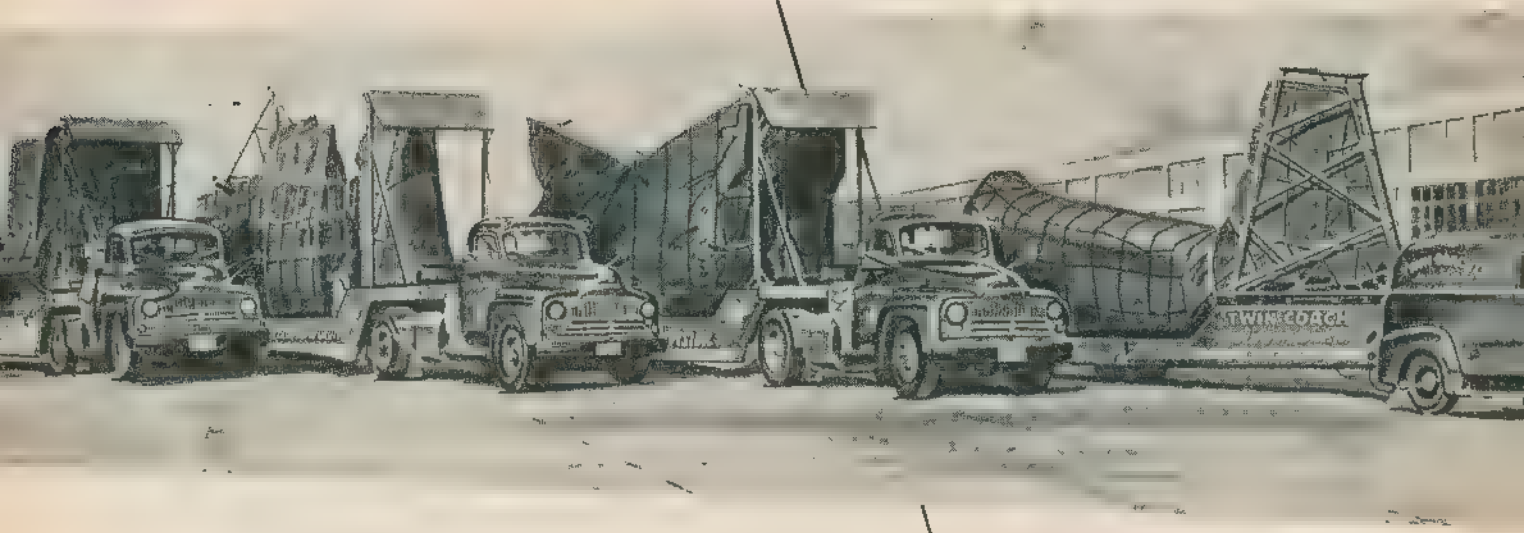
Thermopane

FOR BETTER VISION SPECIFY *THERMOPANE* MADE WITH POLISHED PLATE GLASS





the aircraft carriers that never put to sea...

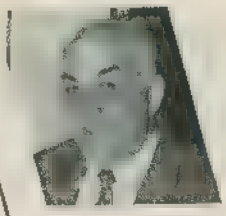


TWIN COACH maintains its own aircraft carriers—a large fleet of modern over-the-road units for shipping complete assemblies

These company owned and operated vehicles, and specially designed carrying devices, are tailored for individual jobs... eliminate stresses and strains on precision-made parts. This assures prime contractors that assemblies built by Twin Coach arrive undamaged—*on time.*

This smooth efficiency is typical of Twin Coach Aircraft Division plants. It enables prime contractors to set and hold tight production schedules. Modern facilities, modern equipment and *experienced* manpower make Twin Coach a dependable source for every type of major airframe assembly.

A-6980



John Cudmore, traffic manager, has been shipping aircraft assemblies since the days of wood and fabric construction. He is a veteran of 26 years in the aircraft industry

TWIN COACH COMPANY
Aircraft Division **BUFFALO, N.Y.**

TWIN COACH PRODUCTS:

AIRCRAFT ASSEMBLIES • MOTOR COACHES • TROLLEY COACHES • SUPER FREIGHTER CARGO TRUCKS • FAGEOL GASOLINE AND PROPANE ENGINES • FAGEOL-LEYLAND DIESEL ENGINES

THE NEW YORKER

THE NEW YORKER

Price 20 cents

THE PROUDEST MAN IN MOTORCYCLING OWNS A HARLEY-DAVIDSON

Thrills! Travel! Adventure!

WITH A

HARLEY-DAVIDSON

HYDRA-GLIDE ®

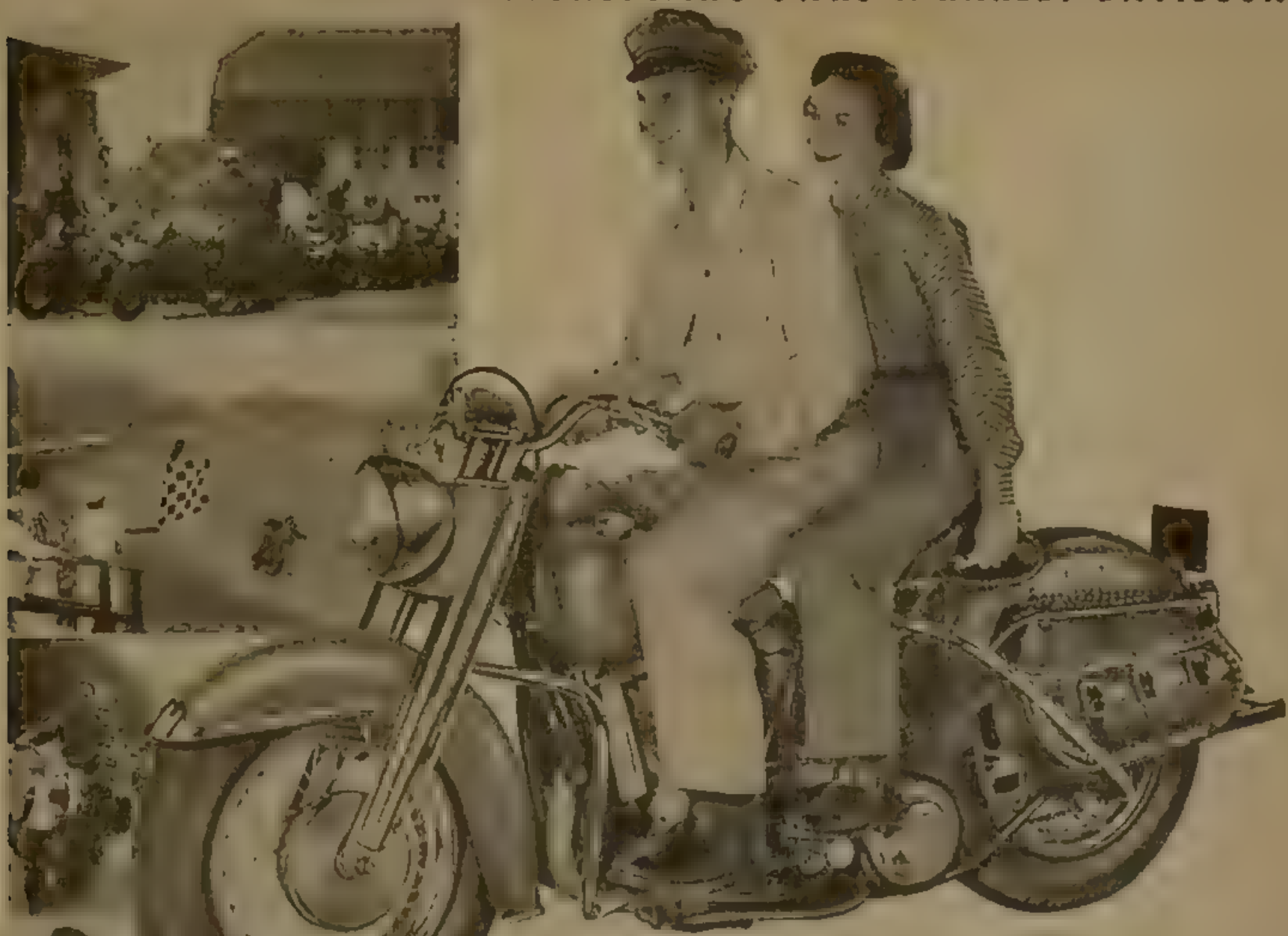
HARLEY DAVIDSON MOTOR CO. Dept. P. M. Milwaukee 1, Wis.

Name .....

Address .....

City ..... State .....

THE PROUDEST MAN IN MOTORCYCLING OWNS A HARLEY-DAVIDSON



Thrills! Travel! Adventure!

WITH A

HARLEY-DAVIDSON

HYDRA-GLIDE®

All the country's scenic spots, historic places, natural wonders *are yours to enjoy* when you ride the ultrasmooth Harley-Davidson Hydra-Glide! It's your "magic carpet" that whisks you on a never-ending round of good times, takes you to exciting races, on sight-seeing trips, thrilling gypsy tours, and a host of other fun-packed motorcycling events! Easy to own on convenient terms, so why not join the pleasure parade? See your dealer today. Mail the coupon NOW!

HARLEY-DAVIDSON MOTOR CO., Dept. P, Milwaukee 1, Wis.

Enclosed is 25 cents for literature on the 1952 models, and a copy of the Enthusiast Magazine filled with motorcycle action pictures and stories.

Name.....

Address.....

City.....State.....

LIFE

TO BE SEEN BY [illegible] LIFE READERS

an original GABRIEL best seller NATIONALLY ADVERTISED for greater SALES and PROFITS

MY WARDROBE DOLL • D100

Ideal for the 6-12 age group

Beautiful heavy cardboard work be[illegible]

brilliant 4 color Pennsylvania Dutch design inside [illegible]

a shelf and a wooden bar for hanging dresses

Complete with two [illegible] cardboard dolls with

[illegible] arms, [illegible] real lashes, twelve dresses of

[illegible] jewelry, [illegible] hats, accessories

[illegible] and plastic safety scissors

Gabriel

Retails for $3.00

ASSORTED HOLSTER SETS

[illegible] EXTRA LARGE

[illegible] holster [illegible] different colors and embossed grain on pockets. Backs are made of Grakon, our newly developed product of leather fibre. Decorated with [illegible] spots and gleaming jewels. Latigo laces. Belt made of genuine top grain cowhide, nickel buckle set. Belt [illegible] wide edged with smooth plastic tape. Bullets, jewels and spots on belt.

2005 — STANDARD SET

Beautifully designed holster made in a variety of colors and embossed grains. Backs are made of Grakon, our newly developed product of leather fibre. Decorated with nickel spots and gleaming jewels. Latigo laces. Belt made of genuine top grain cowhide, nickel buckle set. Belt 1½" wide.

INDIAN-TAN HOLSTER SETS

2040 — DOUBLE HOLSTER SET Made of long wearing Indian tan leather. First developed by the American Indian. It is decorated with nickel spots. Belt 1½" wide with bullets and spots.

2041 — SINGLE HOLSTER SET Made for small children. Packed in cellophane bag.

***2052 SINGLE LARGE HOLSTER SET** • Premium Quality. Made of soft pliable long wearing leather. Decorated with spots and jewels.

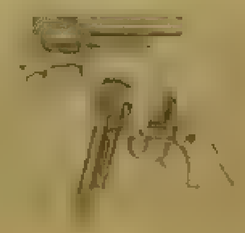
2053 DOUBLE LARGE HOLSTER SET • Premium Quality. Made of soft pliable long wearing leather. Decorated with spots and jewels.

***275 GUNS**

Long barrelled six-shooter repeating cap pistol. Realistic hammer action and revolving swing-out cylinder. Simulated bone handle with steer's head design. Overall length 11½" - 5¾" barrel.

1080 BELT

Woman's Belt—Genuine top grain leather belt, width 2¼". High gloss finish, trimmed with plastic piping as shown. Available in Red, White, Blue, Black, Green or Tan. Also available with center bar buckle.



250 GUNS

Short barrelled smoking six-shooter repeating cap pistol. Handsomely decorated in "chased" manner. Simulated bone handle with steer's head design. 8½" overall. 4" bleak barrel.

— Designs and ornaments subject to modification —

WRITE FOR PRICE LISTS AND SAMPLES

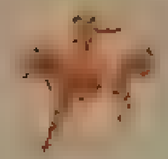
GRATON & KNIGHT CO., WORCESTER 4, MASS.

GRAKO KID
HOLSTER SETS
A PRODUCT OF GRATON & KNIGHT CO., WORCESTER 4, MASS., U. S. A.

WRITE FOR PRICE LISTS AND SAMPLES

HAIR ON VEST

Made from genuine western steers backed with long lasting fast-colored blue felt. Completely decorated with silver like spots and fancy sweat. Order by size



HAIR ON GAUNTLETS

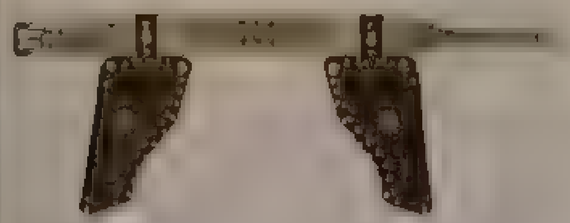
Top grain Hair-On leather cuffs or gauntlets that complete a fine set of a play suit. Backed with a fast fast finely stitched and fastened with a high quality snap.

HAIR ON CHAPS

Made from genuine western steers backed with long lasting fast-colored blue felt. Completely decorated with silver-like spots. Order by size.

HAIR ON HOLSTER SET

Made from genuine Hair-On full grain cowhide leather. Backed with fast-colored blue felt. Well constructed, streamlined, designed with gleaming silver-like spots and sparkling jewels. Fits practically every size pistol made. Has 1¾" Hair-On felt backed belt with nickel buckle, decorated with bullets, jewels, spots and gold eagles. Made like a real cowboy holster. Fitted with fast go laces for leg straps.



1020 — HAIR ON HOLSTER SET

Made from genuine Hair On full grain cowhide leather edged with smooth plastic tape. An authentic western holster that captures the child's imagination and is rapidly becoming one of the best selling holsters made. Well constructed, streamlined, designed with gleaming silver like spots and sparkling jewels. Fits practically every size pistol made. Has 1¾" Hair-On belt, edged with smooth plastic tape. Leg straps of strong leather laces.

WRITE FOR PRICE LISTS AND SAMPLES

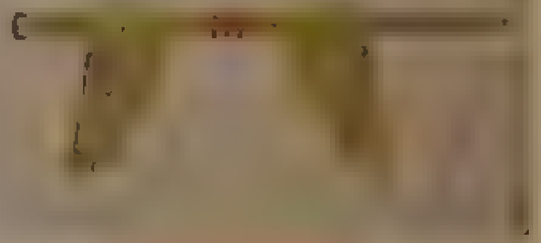
GRATON & KNIGHT CO., WORCESTER 1, MASS.

2002 — HOLSTER SET

Genuine cowhide with felt backs. Brilliant gloss in red, white and blue. Designed for the All American Boy. Has gleaming silver-like spots, sparkling jewels and gold eagles. Beautifully decorated. Belt 1¾" wide, nickel buckle, with bullets, gold eagles, jewels and silver-like spots.

#2002 — HOLSTER SET

Genuine cowhide, edged with smooth plastic tape. Available in Russet #2002R and Black and White #2002B.



2002R HOLSTER SET

2002B HOLSTER SET

2001 — HOLSTER SET WITH BULLETS ON HOLSTER — GRAIN KID SPECIAL

Made of genuine top grain cowhide leather. Made extra large and will fit the largest pistols sold. Has extra gleaming spots and eagles. This is our Black and White Special. Belt 1¾" wide with nickel buckle. Edged with smooth plastic tape. Decorated with silver spots and jewels.

WRITE FOR PRICE LISTS AND SAMPLES

GRATON & KNIGHT CO., WORCESTER 1, MASS.

—each designed to capture an important market

Sell "Play Appeal"

Here is the cap pistol every young "good guy" will want as in flights of imagination he tracks down "Public Enemy No. 1" Television programs have prompted great movement of merchandise as the young fry follow their heroes through exciting adventure. Kilgore has always been prompt to lead the latest trend. The PRIVATE EYE has been especially designed to capitalize on that demand.

The New Kilgore

Private Eye

50-SHOT REPEATING CAP PISTOL

The PRIVATE EYE is cleanly designed with balanced engraving and knurled grips. Its realistic "38 caliber design" will make every youngster want one on sight.

The PRIVATE EYE has a double-action of trigger and hammer which permits the hammer to be pulled back into locked position while the cap pistol is being loaded. Its bright, sparkling finish will stay so even after many months of hard play.

The PRIVATE EYE is a handsome, sturdily-built cap pistol and yet it retails for only about 69¢*

Each PRIVATE EYE is individually packed in a bright, sales-producing, 3-color carton with special feature of a "push-out" PRIVATE EYE badge.

*Slightly higher west of the Rockies

The PRIVATE EYE gives every retailer the opportunity to sell Kilgore associated merchandise—holsters, spurs and cuffs.

This "K" Means O.K.

Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office Room 751 Fifth Ave Bldg

Chicago Office Room 14-102 Merch Mart

more profit for you in '52 —with BMC!

Meet Be-EM-Cee

- NEW LOWER PRICES
- UNIQUE COOPERATIVE ADVERTISING PLAN
- NEW STYLING
- NEW MODELS
- NEW COLORS

TRACTOR SR. HEAVY DUTY

WAGON

FEATHER WEIGHT BIKE WITH TRAINER WHEELS

THUNDERBOLT HOOK AND LADDER (CHAIN DRIVEN)

Here's the line: "Young America's favorite TOY ride!"

the line that's bound to be top money-maker for you! Ride along! Promote more profit for yourself with BMC—the only complete line of juvenile wheel toys! BMC's the line that sells itself! Above—just 4 of thirty-three sleek models designed especially for youngsters 3 to 8 years old—racers, autos, tractors, coaster wagons and sidewalk bikes—plus 8 models of fast-selling attachments to bring you extra sales.

WRITE FOR FREE CATALOG

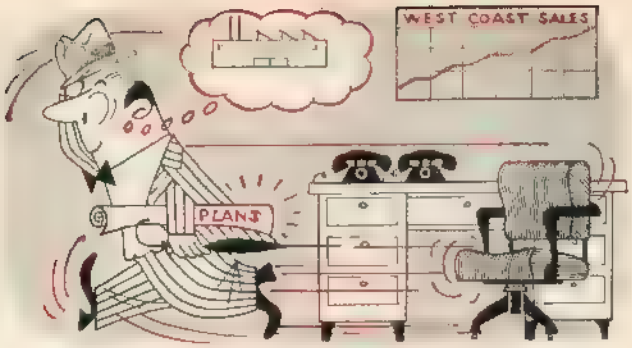
Address BMC Manufacturing Corporation, Dept. T

See BMC's complete line of sure-bound toys!

BMC MANUFACTURING CORPORATION • BINGHAMTON, N. Y.

Personal Interest

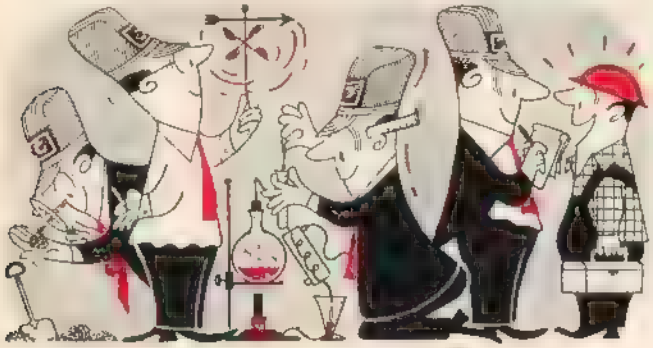
makes the difference *



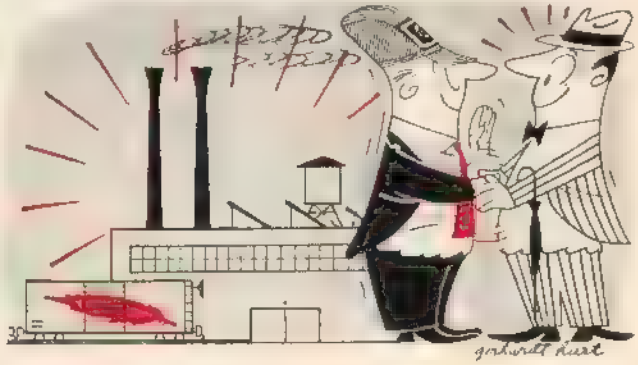
1. Mr. Ty Koon has just made two wise decisions: to build a branch plant in Northern California and to ask Western Pacific to help him find a strategic location for same.

2. Here is Mr. Ty Koon discussing his requirements with Western Pacific's industrial development experts. Everything is very hush-hush so that Mr. Ty Koon's competitors won't get wind of his plans.

3. The search is on! Every possible site is checked and re-checked by Western Pacific's plant location specialists who have a long-time intimate knowledge of this territory.



4. Nothing's too much trouble when it's a question of helping a WP customer, present or potential. A mass of pertinent data is analyzed before a final recommendation is submitted to Mr. Ty Koon.



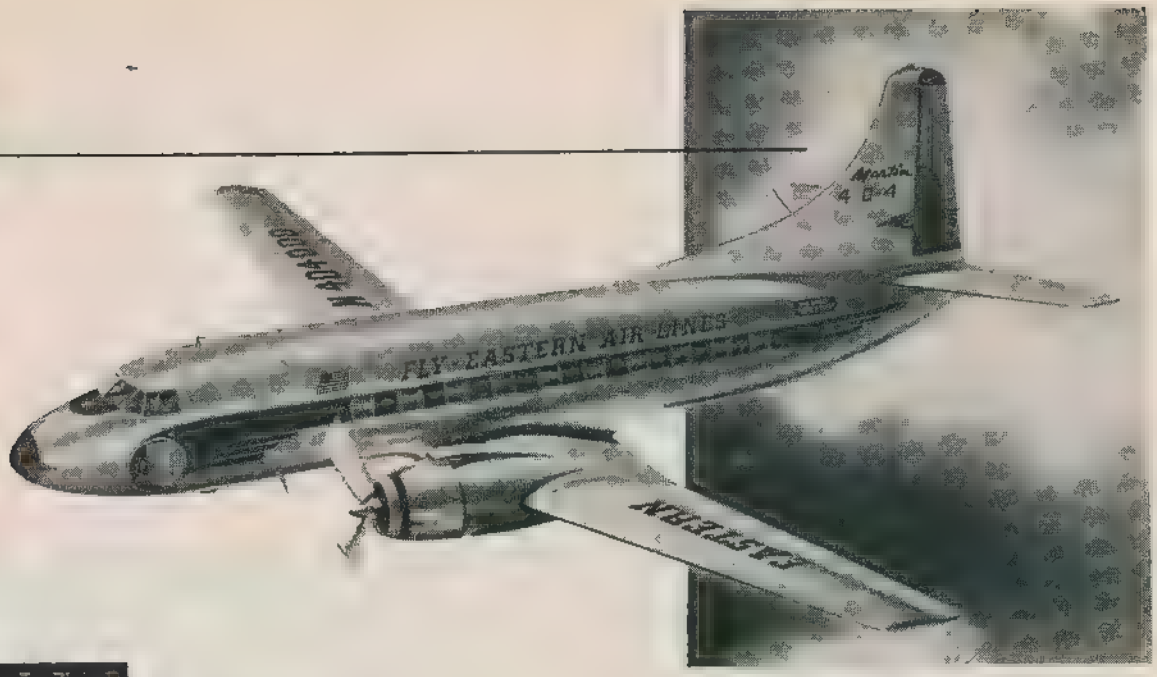
5. If you too are looking for a plant location in this area, be sure to get in touch with Western Pacific, the railroad that takes a personal interest in *all* the problems of its customers.

For SUPER SERVICE all along the line, ship via Western Pacific!

ROUTE OF THE VISTA-DOME CALIFORNIA ZEPHYR

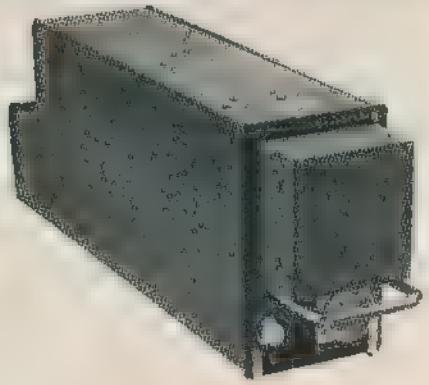
WESTERN PACIFIC

General Offices: 526 Mission Street, San Francisco 5, California
Frank B. Stratton, Industrial Commissioner



WILCOX ...*Choice of*

EASTERN Air Lines



Wilcox Type 429A Glideslope Receiver Chosen for EASTERN'S Entire New Fleet of Martin 4-0-4's and Super Constellations

The safety and performance record of Eastern Air Lines' magnificent new fleet will depend upon the flawless operation of their I.L.S. navigation system. In selecting the Wilcox Type 429A Glideslope Receiver as an important part of this system, Eastern paid a great compliment to the dependability and performance of Wilcox equipment.

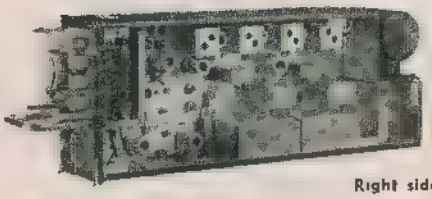
The Wilcox Type 429A Glideslope Receiver provides 90/150 CPS tone modulated glideslope signals in the 329-335 Mc. range.

INSTANT ACCESSIBILITY FOR EASY MAINTENANCE

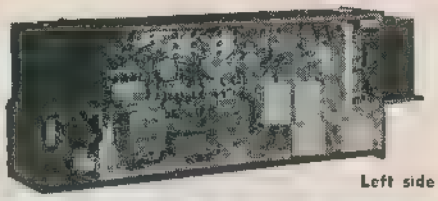
Routine inspection and service is made easy by the careful arrangement and instant accessibility of all tubes, components, and wiring.

AVAILABLE FOR D.C. OR A.C. POWER

The Type 429A is supplied for operation on either 28-volt D.C. or 110-volt A.C. 400-cycle current. D.C. or A.C. power supply occupies the same physical space interchangeably. The right-side illustration shows the Glideslope Receiver equipped for D.C. operation with dynamotor, and the left-hand photo as supplied for A.C. input. Thus it fits the requirements for all commercial, military, and private use.



Right side

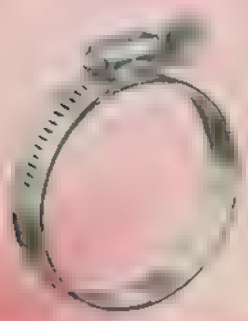


Left side

Write Today FOR COMPLETE INFORMATION ON THE WILCOX 429A GLIDESLOPE RECEIVER

WILCOX
ELECTRIC COMPANY
KANSAS CITY 1, MISSOURI, U.S.A.

BOEING
B-47 STRATOJET



Equipped with

WITTEK

Aviation

HOSE CLAMPS

STANDARD OF THE INDUSTRY
FOR OVER A QUARTER CENTURY

WITTEK MANUFACTURING COMPANY
4305 15 WEST 24TH PLACE • CHICAGO 23 ILLINOIS

NOTE:

This is an exact reproduction of the original color Kodachrome illustration on the ZANY Puppet Doll set up gift box

AN EXCLUSIVE

ZANY

TOYS

ORIGINAL!

THAT RETAILS AT

$1.98

$24.00 dozen List LESS Usual Trade Discounts PLUS Advertising and Demonstrational Allowances!

NOTICE:

The TRADE is advised it's new PUPPET DOLL principle is ORIGINAL and ENGINEERED by ZANY" TOYS inc. There are comprehensive Patents Pending

SEE REVERSE SIDE for details of Free Demonstrator

ZANY

TOYS, INC

1320 So. Grand Blvd.

ST. LOUIS 4, MO

"ZANY" Lovable Puppet Doll

"THE NEAREST THING TO

A REAL LIVE BABY"

ANOTHER EXCLUSIVE "ZANY" TOY MANUFACTURED BY THE ZANY AMERICAN CO. ST. LOUIS 4, MO.

JUST WIGGLE YOUR FINGERS AND SHE COMES TO LIFE

Easy-to-Work Life-like

SOFT, CUDDLY **VINYLITE** HAND

Puppet* Doll

WITH HER OWN FLEECY BLANKET

COPYRIGHT 1952

*PAT. PENDING

THIS IS THE ORIGINAL, EXCLUSIVE

"ZANY" Baby (HAND) Puppet Doll!

WITH MECHANICAL AND DESIGN PATENTS PENDING

Retails..... **$1.98** *List Price.....* **$24.00** *doz.*

Less Usual Trade Discounts PLUS Promotional Helps

THIS KODACHROME ANIMATED ELECTRICAL DEMONSTRATOR GIVEN FREE!

The ZANY Puppet doll is beautifully boxed see reverse page for illustration Pure Vinylite head arms and legs Dolls painted assembled, sewn with loving care PACK 2 doz., 18 lbs 4 doz, 35 lbs

ELECTRICAL DEMONSTRATOR furnished on memo billing or sold at half actual cost Strongly constructed with approved electrical units Sells Zany Puppet Dolls constantly dramatically Takes only 4 by 14 inches of counter space Use on counters in windows, tables

"ZANY" TOYS, INC. *(Created and Manufactured by the Jay V. Zimmerman Co.)*
1320 SOUTH GRAND BOULEVARD • SAINT LOUIS 4, MISSOURI

NEW ORDERS NOW BEING ACCEPTED!

RETAILS AT **$2.98** — *WITH 50 FT. WIRE! SPACE CADET NAME! FULLY GUARANTEED!*

- ★ LIST PRICE—$36.00 doz.; usual discounts
- ★ 4 COLOR BOX—self-sell display insert
- ★ PUBLICIZED—on TV! Radio! Comics!
- ★ 100% Unconditionally GUARANTEED!
- ★ Packed: 2 doz.—18 lbs., 4 doz. 35 lbs.
- ★ 6-PIECE SET—exactly as shown here

VINTAGE PRODUCTS CO.
Mfd. by the Jay V. Zimmerman Co.)
1320 SO. GRAND BLVD. • ST. LOUIS 4, MO.

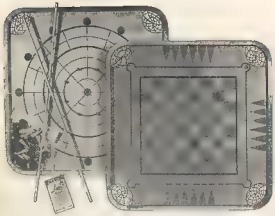
JUN 16 1952

It Pays to MAKE ROOM for CARROM in Your TOY and GAME Department

Any store display or stock-room space you allocate to Carrom Games and Toys will pay a handsome "rental bonus" for the space occupied, at any time of the year. Priced from $2.00 to $18.00 per unit, every sale represents a profitable turnover return on your investment both in merchandise and store facilities.

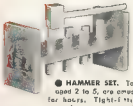
Let Carrom Games and Toys take their rightful place as leaders in your Toy Department the year 'round. Capitalize the all-season play value and gift appeal of these entertaining, original-design numbers for all age groups from tiny tots to game-minded grownups.

Write for complete catalog and price list.



● **NO. 85 CARROM BOARD.** The outstanding leader in today's Carrom Board line. Plays 85 games, including many a d time favorites as well as some new and novel ones. Other models from 50 to 110 games per board. Traditional Carrom quality construction

● **DART BOARDS.** Conventional and original designs offer interesting variety. All boards are reversible with a different game on each side. Designs include "Triple Ring", "Splasha", "Dart Ball", and "20 Point". Size: 18" square. Supplied complete with darts and rules sheet.



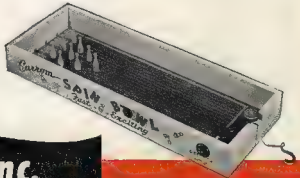
● **HAMMER SET.** Tots, aged 2 to 5, are amused for hours. Tight-fitting colored pegs are pounded down on one side, bench is turned over and pegs are pounded down again. Finished in attractive colors and strongly made.

● **MODELUMBER.** Accurately processed "modular design" play lumber with all holes drilled. Provides unlimited building range for all sorts of real st c models. Kit includes: saw, mitre box, sandpaper, nuts and bolts and plan sheet. Two numbers.

● **GUSHER.** The million dollar oil game! Developed from an actual oil boom — players make oil leases, drill for oil, b d against each other, "make a mil on" or "go broke". Fun for teen-agers and grown-ups. An excellent party game. Size: 15" x 15½" x ½". Packed 12 to shipping carton.

● **WHACK-IT.** Loads of fun for tots! As assorted color pegs are pounded into hole on top, another "pops out" at other end. Set includes strong bench, extra pegs and mallet. Attractively designed. Size: 4" x 9".

CARROMS
TRADE MARK
The Carrom Company
Leaders since 1889



● **SPIN BOWL.** Combines skill and chance. Can be played by two or more persons. A top takes the place of a bowling ball. Game is scored the same as regular bowling. Equipment includes top and 10 pins. Size: 10" x 29" x 2½". Plywood construction with hard board playing surface

Carrom Industries, Inc.

LUDINGTON — *Established 1889* — MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) • Room 413, Berkeley Building

COMET ASSORTMENTS

A

10c FLYING MODELS

"A" ASSORTMENT. 10c Flying Model Airplanes. 8 different fast-selling models, 36 assorted per package. 4 packages to shipping carton. Wt per carton, 16 lbs.

B

10c SOLID MODELS

"B" ASSORTMENT. 10c Solid Models. 9 different fast-selling kits, 36 assorted per package. 4 packages to ship. carton. Wt. per carton, 13 lbs.

C

E-Z to Build Struct-o-Speed

10c FLYING MODELS

"C" ASSORTMENT. 10c Struct-O-Speed Models, every part completely pre-fabricated. 12 different models; 36 assorted per package; 4 packages to ship. carton. Wt. per carton, 14 lbs.

• COMET CEMENT 5c - 10c
• COMET DOPE 10c

K

E-Z to Build Struct-o-Speed

50c FLYING MODELS

"K" ASSORTMENT 50c Struct-O-Speed Models. 6 different fast-selling models, 12 assorted per package. 4 packages to shipping carton. Wt per carton, 14 lbs

COMET

L

50c FLYING MODELS

"L" ASSORTMENT 50c Flying Models 12 different fast-selling models, 12 assorted per package 4 packages to shipping carton Wt. per carton, 16 lbs

COMET

— the MODERN WAY TO STOCK, SELL and SHIP MODEL PLANES!

"The Year 'Round Assortment"

The Greatest Assortment for Repeat Profits

72—10c Retail Assorted Flyers
52—10c Retail Assorted Solids
24—25c Retail Assorted Flyers
16—25c Retail Assorted Solids
24—10c Retail Cement
12—50c Retail Assorted Flyers
6—1.00 Retail Assorted Flyers
24—25c Retail Assorted Pre-fabricated Flyers
72—Assorted Color Dope

FREE Window Streamer and Illustrated Catalog Sheet

Complete Assortment 206 Kits, 72 Dope, 24 Cement, Shipping weight, 48 lbs., total retail value

$50.00

Easy to ORDER!
Easy to STOCK!
Easy to SHIP!

Order by assortment—sell by assortment! Each case contains 4 complete assortments ready to re-ship to your customers. Save time and space—and sell more—the Comet Assortment Way!

Write for FREE ILLUSTRATED CATALOG SHEET

E

25c FLYING MODELS

"E" ASSORTMENT. 25c Flying Models. 16 different fast-selling models 18 assorted per package 4 packages to shipping carton. Wt. 17 lbs

• COMET Model-Builders' Knives 10c

M

E-Z to Build Struct-o-Speed

$1 FLYING MODELS

"M" ASSORTMENT. $1 Flying Models featuring Comet's popular Struct-O-Speed construction, every part completely pre-fabricated 6 great models—6 assorted per package. 4 packages to shipping carton Wt. per carton, 17 lbs

F

E-Z to Build Struct-o-Speed

25c FLYING MODELS

"F" ASSORTMENT 25c Flying Models. 14 different fast-selling models, every part completely pre-fabricated; 18 assorted per pkg 4 packages to shipping carton. Wt. per carton, 14 lbs

S

25c SOLID MODELS

"S" ASSORTMENT 25c Solid Models 6 different fast-selling models, 12 assorted per package. 4 packages to ship. carton Wt. per carton, 12 lbs

P

$1 FLYING MODELS

"P" ASSORTMENT $1 Flying Models. 11 different fast-selling models, 6 assorted per package 4 packages to shipping carton Wt., 19 lbs

COMET MODEL HOBBYCRAFT, INC.
501 WEST 35th STREET CHICAGO 16, ILLINOIS

New Catalog by DeLuxe Game Corp.

DeLuxe Game Corp., Kingston, Pa., in its 1952 catalog, carries a message to customers telling that the company has combined its four plants under one roof, affording 130,000 square feet containing modern manufacturing facilities. It is further stated that DeLuxe Game Corp. has taken over a modern metal plant in Wilkes-Barre, Pa., where it is now manufacturing "a full and comprehensive line of outdoor equipment."

The inside front cover of the catalog, which is 40 pages in size, contains an index to items contained therein. The third cover is in the form of an order blank, complete in every respect, and the back cover pictures the new home of the corporation in Kingston, Pa.

Listed are blackboards, school slate wallboards, synthetic wall blackboards, bulletin boards, peg and blackboard kits, desk and blackboard sets, adjustable artist easels, carpenter bench, bowling alley, 4-way alley game, steel peg table, wood peg table, chime horse, horse shoofly, horse glider, metal service station, games, doctor and nurse kits with uniforms, game kits, paint sets, sewing sets, etc.

Ball & Socket Mfg. Co. Inc. Changes Distribution Policy

• The Ball & Socket Mfg. Co., Inc., recently announced that they have changed their policy and method of distribution, and now are offering their lines directly to buyers.

The firm, which was established in 1850, has, for over 100 years been one of the largest manufacturers in America of Jingle Bells, small size Liberty Bells, and various other bells and metal stampings. The Ball & Socket Mfg. Co., Inc. operates a large factory at West Chesire, Conn. and maintains a New York office at 10 West 32nd St.

IF
You Can't Push Out . . .
BUILD UP!
See page 124

Background equipment is optional. Horses installed individually or complete LONE RANGER Corral will be installed where space and traffic permits

No Investment — Nothing to Buy or Pay

You make Money 3 ways

1. Invites customers—steps up store traffic
2. Promotes sale of related Cowboy merchandise
3. A sure-fire revenue producer—you make no investment

On Display
in State Street Toy Center, Republic Building, Chicago, Booth 00 during
CHICAGO MID-SUMMER MARKET
June 16-26

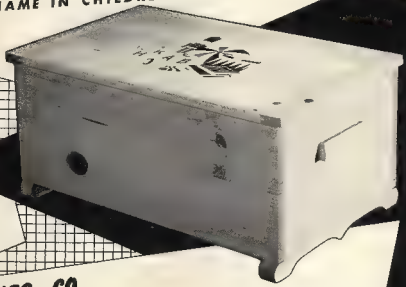
Every day LONE RANGER pulls in thousands of dollars in sales for retailers all over the country. Here is extra revenue—extra profits for you—without investing a single penny. A real sales-builder! Brings in the youngsters. Brings fun and action to your store or department. LONE RANGER is motor driven, coin operated. Gait regulated by pulling reins. 10¢ in drop coin chute starts a one-minute ride full of fun and action.

Write for name of local operator who will install LONE RANGER without cost to you

EXHIBIT SUPPLY
4218 WEST LAKE ST. • CHICAGO 24, ILL.

HYDE PARK

THE FINEST NAME IN CHILDREN'S TOY CHESTS!



Since 1899 our master craftsmen have offered durable, yet beautiful furniture. Send for our catalog showing full line

Sharp design . . . graceful swirls of grain . . . glue-blocked corners . . . colorful silk screen designs.

HYDE PARK MFG. CO.
1321 MICHIGAN AVE., CINCINNATI 8, OHIO

The Toy Soldier Chest, No. C-15
19" wide, 14" deep, 30" long.
Weight 28 lbs. in carton.
Finished in Natural or Maple.

• *Visit our New York showrooms . . . Al Moritz, 1107 Broadway*

Hollywood Dolls the dolls of the stars

movable eyes, head, arms and legs

Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends

Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Ballerina
Undressed
Bedtime Dolly
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
Phone CHapman 5-3654

SALLY BEASLEY
1023 SANTA FE BLDG.
2ND UNIT
DALLAS 2, TEXAS

CARL A. CLARKE
1708 STANDARD AVENUE
GLENDALE 1, CALIF.

McCLELLAN & SIDEBOTTOM
1355 MARKET STREET
SAN FRANCISCO 3, CALIF

the most
beautiful
doll in
the world

Schoolgirl

Sweet Sue Walks

NOW she

Coed

Alice

Sunday Best

"Sweet Sue" walks right along hand in hand with her "mama," her head turning in lifelike motion as she walks . . the most lovable, adorable playmate a little girl ever had! Her hair is lively, gleaming Saran* . . the kind that can be washed, combed, set and curled. She's dressed in the very height of fashion, in a choice of ten beautifully designed costumes, complete and perfect in every detail

"Sweet Sue" is made of lifelike plastic, washable, unbreakable. She has big beautiful eyes that close and long eyelashes. And it's the first time a doll as beautiful as this—THAT WALKS—can be bought for as little as 7.98.

Right now, make your child the happiest little girl in the world, with a Sweet Sue walking doll 3 sizes, 15"-18"-22". Ten costumes, from 7.98 to 17.98* at leading department stores and toy shops.

Write for your FREE 28 page
American Character Doll Catalog "L"
American Character Doll Co. 200 Fifth Ave., N. Y. 10
*Prices slightly higher west of the Rockies

Tea Dance

Mardi Gras

Dancing Pixie

Childhood's most cherished possession—an American Character Doll

It's

ADVERTISED IN

LIFE

in

JUNE

23rd issue.

First of the new 1952 power-packed NATIONAL ADS for

"SWEET SUE"

and

"TINY TEARS"

AMERICAN CHARACTER • THE MOST POWERFULLY ADVERTISED BRANDED DOLL LINE MADE

American Character Doll Co.
200 Fifth Avenue, New York

. . . *with* EXCITING ONE-DAY PARRIS SHOOTING CONTEST

FREE with GROSS MINIMUM ORDER

We Donate Prizes For the Best Shots

One No. 2A Parris TraineRifle
One No. 7 Parris U. N. Police Pistol

. . Or On "Shooting Range" Inside Store

Parris display rack, 250 Shooting Corks and Target Also Provided.

Two-Color Display Banner Is Given By Us

Actual size 30 x 12 inches. Red and green on white.

ON DISPLAY
JUNE 14-24
16th Floor
State St.
Toy Center

REPUBLIC
BLDG.
209 S. State
Street
CHICAGO

PARRIS MANUFACTURING CO., Savannah, Tenn.

Eastern Sales Office—Room 453, 200 Fifth Avenue Bldg, New York, N. Y.

World's Largest Manufacturer of TraineRifles and Pla-Guns

VARIETY-SPICED and POPULAR-PRICED!

Why wait for Christmas? Smart stores always sell Artistic Toys! Get year 'round volume with this spicy variety. Every one's a bright colored eye-catcher on your counter, a 'plus' profit item always. Write now for full color catalog!

SOFT-BODIED LINDA DOLL

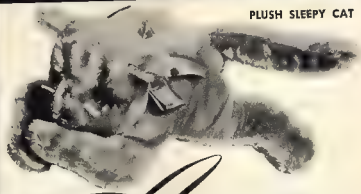
PLASTIC TERRIER

ARTISTIC TOYS Color-Bright Stuffed Dolls & Animals

PLUSH • PLASTIC • COTTON PRINT

Sold nationally by leading department stores and wholesalers listed with the Toy Guidance Group

COTTON COVERED FOAM RUBBER HORSE



PLUSH SLEEPY CAT

Artistic TOY COMPANY

S. E. Cor. 3rd & Cambria Sts. • Philadelphia 33, Pa.

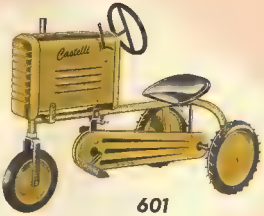
NANCY ANN
'Storybook Dolls'
L'tle Sister Series
Big Sister Series
Commencement Series
Religious Series
Bridal Series
Seasons Series
Mother Goose Series
Fairyta e Series
Fairyland Series
Nursery Rhyme Series
Dolls of the Day Series
Dolls of the Month Series
Operetta Series
In Powder and Crinoline Series
All Time
N.Y. Parade Series
MOVABLE EYES
-that follow you
NANCY ANN STORYBOOK DOLLS, INC.
1298 Post Street, San Francisco 9, California
MANUFACTURERS OF STORY BOOK DOLLS
Unbreakable Plastic
Movable Head, Movable Arms and Movable Legs
Manufacturer's Representatives
CALIFORNIA: Ralph Heatherington, 1254 W. 6th, Los Angeles 17, Cal.
EAST: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, N. Y.
WEST: Leo Scherrer Company, 2840 W. 93rd St., Seattle 7, Wash.
MIDWEST: Hugh D Kenney, 1443 Merchandise Mart, Chicago, Ill
SOUTH: Melville Marx, Governor Clinton Hotel, New York 1, N. Y.

Still the Style Leaders!

Castelli

DURABLE WHEEL GOODS **JUVENILE METAL FURNITURE**

. . . and wise buyers know that Castelli products are still the profit leaders! Twenty years of experience places the Castelli line *first* in value, *first* in design and *first* in steady sales and profit.



601

250

300

F. C. Castelli Co.

COTTMAN AND EDMUND STREETS
PHILADELPHIA 35, PA.

LEVY & FRYER, *National Sales Representatives, 200 Fifth Ave., N. Y. 10, Room 1453, WAtkins 4-4080*

Here's The *Inside* Story . . .

Here are some of the men behind the men who build Castelli metal toys. In these modern sales and accounting offices your orders and correspondence are handled quickly and efficiently by people who are sincere in their efforts to serve you better . . . with pride in the knowledge that, as always, our metal products are stamped with the traditional Castelli insistence on quality.

Sales and accounting offices. (One of a series on the men, management and facilities of the F. C. Castelli Company).

F. C. Castelli Co.

COTTMAN AND EDMUND STREETS
PHILADELPHIA 35, PA.

HUBLEY makes 'em*

The big 12½" telephone truck with pole trailer and tools and 18" logger truck, complete with logs and red flag, will be featured in the November 24th Toy Promotion of LIFE.

LIFE shows 'em*

You sell 'em*!

Bilnor's

NEW SENSATIONS!

YOUR SELLINGEST TWO FOR '52!

"Pow-Wow" Wigwam T.P. 1
(Indian Design)
42" x 42" x 48" high
Individually boxed,
12 boxes to
a carton.
Shipping wt.
23 lbs.

- A Playhouse any youngster can call his own!
- Sets up quickly anywhere — indoors or out!
- Completely self-supporting . . . needs no card table or hanging from a line!
- Easily assembled in a single unit!
- Inflated square non-tipping base of four independent, joined, tubes with smooth tuck-in valves!
- Compact (folds smaller than an umbrella)!
- Made of easy-cleaning, long-wearing Vinylite!
- All year 'round use!

(Pat. applied for)

"POW-WOW" WIGWAM
(Indian Design) $5.00

"HEAP-BIG" TEPEE
$10.00 (Li'l Abner Design)

"Heap-Big" Tepee T.P. 2
(Li'l Abner Design)
54" x 54" x 60" high
Individually boxed.
6 boxes to
a carton.
Shipping wt.
20 lbs.

(Pat. applied for)

GEARED FOR VOLUME SALES AT THESE SENSATIONAL PRICES!

Bilnor CORP. 53-06 GRAND AVENUE • MASPETH, L. I., N. Y.

Metropolitan New York, New Jersey and Virginia:
A. Shevins
53-06 Grand Avenue
Maspeth, L. I., N.Y.

East Coast:
H. L. Marin company
200 Fifth Avenue
New York 10, N.Y

South:
Brown, Eddy, Inc.
198 South Main Street
Memphis, Tennessee

Middle West:
James R. Cavanagh & Assoc.
949 Linden Avenue
Oak Park, Illinois

West Coast:
Murry F. Fields Assoc.
6025 Shattuck Ave.
Oakland 9, Calif.

NEW THE NEWELL *Thunder Jet*

with the 2-in-1 Action

Shoots Invisible Bullets as well as ammunition

No. 300 Single Shot Airfire Thunder Gun

No. 300

Dual action—Can be used as a single shot Gun or a Noise maker that shoots invisible Bullets. By placing the muzzle compensator on the front end of the Gun a series of RAPID reports can be had WITHOUT expelling the ball from the Gun.

A heavy duty coil spring in the muzzle compensator assists in forcing the ball back into ammunition chamber.

Gun barrel, ammunition chamber and guide rod are made of heavy duty aluminum. Stock and grip made of molded Tenite Plastic, finished in light walnut.

Suggested Retail

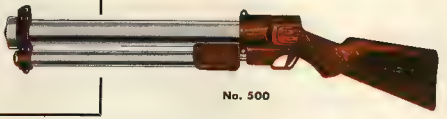
$2.98

Full Size DeLuxe Model

NEWELL

6-BALL

REPEATER



No. 500

Shoots 6 rounds of ammunition on each loading. A faithful reproduction in design and styling. Stock and firing grip made of strong plastic, finished in light grained walnut. Barrel and air pump of durable aluminum for strength, yet light in weight. Stationary trigger and trigger guard enhances realistic appearance. Convenient front end loading, positive action and 6-shot loading gives utmost fire power.

Suggested Retail

$4.98

Junior Model

NEWELL

3-BALL

REPEATER

No. 400

Designed for the small youngster—easier to carry and handle than a full-length barrel gun. Same quality design and construction as the 6-ball repeater. Stock and firing grip of authentic design, made of durable plastic, finished in realistic light walnut. Barrel and air pump of heavy gauge aluminum for strength with lightness. Convenient front end loading, and positive action gives maximum fire power. Stationary trigger and trigger guard add to realistic appearance.

Suggested Retail

$3.98

Manufactured by **NEWELL MANUFACTURING CO.**

LOWELL, MICHIGAN • U. S. A.

TIDY MISS returns to again become the biggest all year round seller in the tremendous girl market!

TIDY-MISS THE REAL ELECTRIC vacuum cleaner

It vacuums and cleans just like Mother's . . . the only difference is the SIZE!

Does such a good, quick, thorough job that it's mighty popular with MOTHERS too, for quickie clean-ups!

MADE UP TO A STANDARD OF QUALITY... NOT DOWN TO A PRICE!

- Powerful electric motor . . . 3400 R. P. M.—110 V., A. C. only • Convenient ON-AND-OFF switch
- Two-tone green-and-black base of finest quality plastic
- Beautiful streamlined design • 10 foot cord
- 30 inch sturdy plastic handle.
- Electric headlight

DIMENSIONS: Overall height 32½ inches. Base 9x9½x3¾ inches.

PACKING: Each in individual shipping carton. Dozen to master carton. Weight approx. 60 pounds

retails at only $13.95

Children Like "Grown-Up" Things . . . With TIDY-MISS They Learn by Doing!

U. S. Patent No. D-166140

SAFE! Tested and Approved by Underwriters' Laboratories.

Model 9TM

Allen L. Atkins

POWER TOOL COMPLETE WITH MOTOR

adjustable saw guide permits cutting ANY length material . . . or can be removed for saber cutting or filing.

cuts ½" wood, ¼" plywood thin metal or plastic.

Model 50

THE ORIGINAL AND STILL THE BEST

the only saw licensed under U. S. Patent No. D-161025

3 in 1 JIG SAW SANDER FILER

with built-in cooling fan

A COMPLETE HOME WORKSHOP IN ONE COMPACT UNIT

Retails at $16.95

complete with built-in motor • 3 project patterns • 3 saw blades • 1 (4" x 9") piece of wood • Allen wrench.

(LIST PRICE $17.00)

FOR BOYS 6 to 60...

• Absolutely Safe! • Precision Built for Easy Operation • Adjustable Saw Guide Permits Cutting Any Length! • Of Light Weight Cast Aluminum • Ideal for Home Work Shop • An All Year 'Round Seller!

POWERFUL ELECTRIC MOTOR—3400 revolutions per minute. 110 Volt, A.C. Self-aligning oilite bearings and ground-polished shaft. Heavy fly wheel

TABLE—6" x 8". Tilts and rotates to cut at any angle.

SANDING TABLE—Tilts through 45 degrees. Sanding surface at edge moves at approximately 2000 surface feet per minute

SAW—Cuts to center of 16" circle. Saw Guide may be adjusted to cut longer lengths and up to ⅝" thickness. Saw strokes over 2400 ⅛" strokes per minute. Only two moving parts (slide and drive block). Drive block of oilite.

SABER CUTTING—Remove Saw Guide so it can be used to cut larger pieces.

FILING—Merely remove saw guide and use ¼" diameter standard filing machine files.

CORD—6 ft. UL molded rubber cord and plug.

DIMENSIONS—Overall 13½" x 9" x 8½".

PACKING—Each in individual shipping carton Six to master carton. Weight approx. 37 lbs

GUARANTEED FOR 90 DAYS AGAINST DEFECTS IN MATERIALS AND WORKMANSHIP

Clinton Specialty Works

Established 1910

2645 NORTH PAULINA STREET CHICAGO 14, ILLINOIS

STARTS TOY JOBBING BUSINESS AT HOME

Jumps From a Few Square Feet to 12,000 in Six Years

THIS is the story of a married couple who decided to enter the toy wholesaling business, and who established it in their own home. That was back in 1932, when the number of lines carried was obviously very limited. But they had the know-how and the necessary stick-to-it-iveness to put the business over, and so, about 5 years later, it became necessary to move into a small building with a showroom 20 x 20 feet and about 1500 square feet of storage space. Then, in May, 1938, they moved into their present downtown location, at 524 N. Water St., in Milwaukee, Wis., and the firm became known as Bertram Novelty Co. The present building has four floors and a basement—a total of 12,000 square feet.

At that time, they traveled four men. But in 1940, they discontinued traveling salesmen and confined their efforts entirely to mail orders, soliciting the dealer trade only.

In January, 1940, the business was incorporated, with the following officers: H. E. Bertram, president; Mrs. H. E. Bertram, vice president and secretary; and R. L. Moss, treasurer. In 1945, the firm purchased the building, and in 1951 remodeled its showroom.

The company still continues to operate strictly by mail, and for the past several years it has published a general Fall catalog for the Christmas trade; also Valentine, Easter, Spring and Summer flyers.

This year, it is planning the publication of a toy promotion catalog for dealer-customers, consisting of about 32 pages and listing only the lower-priced, quick-selling toys. The catalog will also be offered to some jobbers in territories not conflicting with Bertram's.

Bertram showroom as it appears today.

◆

Tonka Logger Toy

Mound Metalcraft, Inc., Mound, Minn., manufacturers of the well known line of "Tonka Toys" went to the Toy Fair this year with a surprise package in their new No. 575 *Tonka Logger Toy.*

The toy is unusual in that it is an approximate scale of the popular commercial loggers used by America's great timber industry to transport logs from cutting site to mill, detail heretofore found only in much higher priced toys. A large load of logs is completely assembled on the truck bed, ready for display on removal from the carton.

The high percentage of orders received at the Toy Fair for this number, according to L. E. Baker, president, proves that buyers are quick to recognize unusual value.

◆

Coin-Operated Pony

In an article, "Now . . . Kids Can Be 'Taken for a Ride'!", which appeared in the April, 1952, issue of TOYS & NOVELTIES, and which concerned the "Big Bronco" mechanical saddle horse of The Exhibit Supply Co., 4218 W. Lake St., Chicago 24, it was stated:

"It is a paying proposition, even without figuring the merchandise sales which directly result, and there is no investment for the dealer. The income from the operation is simply divided—part to the manufacturer; part to the dealer; and the display is installed by a local operator."

Actually, the operator buys "Big Bronco" from The Exhibit Supply Co., and installs him in the retail store on a percentage basis.

case, Japan not only produced with great accuracy an American brand of checkers, but it also duplicated the carton in which they were put up, and "Made in USA" appeared on the carton. Not only this, but the checkers were offered at retail for exactly **one-half the price** of the American product!

Now it happens that the duty of 70 per cent no longer obtains in the case of many toy products, including parts, and the result has been to injure American industry.

Since our American toy industry pays large sums in taxes, whereas manufacturers in other countries pay us no taxes at all, it will be seen that our first and foremost consideration should be the **American** toy industry. Much as we would like to see foreign nations get on their own feet, we do not feel that this should be accomplished at the expense of an American industry which has been built up since 1918.

Hobby Men at Toy Fair

IN looking over the registration lists of the American Toy Fair held in New York last March, it is surprising to find so many hobby and craft jobbers and dealers who registered there, thus showing that they are very much interested in toy merchandise.

Of course, there is no reason why they should not be, and those hobby jobbers and dealers who, for the sake of diversification, added certain types of toys a year or more ago, have really made good with them. In the case of some hobbycraft jobbers, toys now comprise at least 50 per cent of their stocks.

Just as the hobby jobber and dealer is increasingly interested in handling toys, so the toy jobber and dealer should be interested in stocking hobbies and crafts. The reason for this is that the latter type of merchandise is sold to practically the same age group as toys.

Both types of jobbers and dealers could readily do a larger volume of business if both lines of merchandise were carried.

Workers' Wages

INCREASE in wages throughout the industry, including steel, is a direct stimulus to business, since workers, with new money in their pockets, are likely to beat a path to the stores. Yet, the increased sales resulting from the larger spending, will not necessarily mean increased profits. The nation's wage bill is bound to rise by more than $10 billion. Wages and salaries are now running about $13 billion over a year ago.

NEW! DIFFERENT!

A Saucy

FRENCH POODLE

MEET

"POM POM"

She's a blond . . . and she's dynamite when it comes to peppy sales, faster turnover, bigger profits. Mai oui, she's the latest PEDIGREED PUP by those inimitable stylists at Collegiate. The ingenious application of materials, the expert felt craftsmanship promise to make POM POM a real winner in any pet department. **Send for samples and FREE Personality Pets catalog to:**

Personality Pets by

COLLEGIATE MFG. CO.

AMES, IOWA

start this fall with
walt disney's exciting new
peter pan merchandise
© WALT DISNEY PRODUCTIONS
Walt Disney Productions Incorporated · Character Merchandising Division
1270 Sixth Avenue · Suite 1907 · New York 20, N. Y.

BUY FROM THESE DEPENDABLE HOBBYCRAFT JOBBERS

Midwest. **Trost Model Craft & Hobbies, 3111 W. 63rd St., Chicago, Ill.**

Century Distributors, Inc., 4026 Elston Ave., Chicago 18, Ill.

United Hobby Distributors, 8 S. Seeley Ave., Chicago 12. (Branches at Columbus 12 and Dallas 12.)

Dealers Hobby Supply, Ottumwa, Iowa.

Haw-Ki Hobby Supply, 523 W. 4th St., Davenport, Iowa.

East. **Bronco Hobbycraft Co., Inc., 134 W. 21st St., New York, N. Y.**

International Models, Inc., 879 8th Ave., New York 19.

Scranton Hobby Center, 315 Adams Ave., Scranton, Pa.

West. **Western Model Distributors, 1576 W. Adams Blvd., Los Angeles, Calif.**

P. D. Hays Co., 2643 Martinway, Olympia, Wash.

D. C. Parker, 820 Mission St., San Francisco 35, Calif.

Northwest. **Margo Kraft Distributors, Inc., 419 S. 6th St., Minneapolis 15, Minn.**

New England. **Northeast Hobby Distributors, 87 High St., Boston, Mass.**

South. **Mod-Kraft Co., 840 Union St., New Orleans 12, La.**

♦

"We are considering the use of a hand puppet as a premium item for one of our clients. The puppet we have in mind would be a replica of a trade-mark character. It might be made of rubber or a pliable plastic, or perhaps out of some inexpensive pile fabric."—The S. A. Levyne Co., Advertising, 343 St. Paul Place, Baltimore 2, Md.

♦

Looking for toy items? See—"New Toys on Parade" Pages 150-152-154-156-158-160.

New Toys on Parade

Wee Family Dolls

Wee Family Dolls, a full doll house family, should be the retailers' answer for inhabitants of doll houses and doll house units sold over the counter every day of the year. Characters in these sets are of molded rubber, wire reinforced. They are washable, unbreakable and moveable . . . the arms and legs will bend and stay in any position. All are hand decorated, and clothing is removable.

Various pictured usages show how adaptable they are for doll house play.

There are four individually boxed groups—the Circus group with five characters; the Five Star American Family with six characters; the Cowboy Family with five characters, and the Wedding Party with five characters. Priced to retail from $2.00 to $2.25, they are being marketed by exclusive national sales representative, Charles H. Carroll, 1421 Merchandise Mart, Chicago, Ill.

"Walkie-Talkie" Toy Set

For the second year, REMCO INDUSTRIES, INC., Newark, N. J., is featuring its Buck Rogers' "25th Century" Electronics Communications Outfit, a $3.98 retailer. The toy operates like a telephone, and comes packaged in a 3-color, prize-winning set-up box which includes two personalized Buck Rogers phones, 25 feet of double wire, secret dial decoder and an operator's certificate. It is said to be com-

pletely safe—with no parts to wear out or replace—as power comes from a permanent Alnico magnet, requiring no batteries or electrical connections.

Cross-Word Card Game

The SARK SALES CO., 251 Fourth Ave., New York 10, N. Y., has taken over the exclusive manufacture and distribution of Sark, cross-word card game. Plans for nation-wide distribution backed by extensive promotion are now under way.

The game combines both elements of chance and skill. It is simple to play with participants forming three, four or five letter words on the boxed score sheets from letters drawn from the card deck. Each set contains a deck of cards and a score pad. Retail price is $1. Extra score pads, each containing 200 score sheets, retail for 25c.

Howdy Doody Cap

The Howdy Doody Peanut Gallery cap, of red-and-white gabardine combination with Howdy Doody plastic pin on its peak, comes in sizes small, medium, large and extra-large, at a retail of from $1.79 to $1.95. It was introduced in March when 2500 were presented to moppets at Howdy's gala 1000th show. Manufactured exclusively by the firm of SMOLOWITZ & BENKEL, 50 Bond St., New York, under license from KAGRAN CORP., 4 W. 58th St., New York 19, N. Y., the cap is modeled along the lines of the Confederate Cap of which S & B sold more than 100,000 dozen last year.

Weather Forecaster and Thermometer

"Tickley Pigley" weather forecaster and thermometer is a novel utilitarian item manufactured by A. M. SPORS CO., Dept. TNT, LeCenter, Minn. Sculptored in detail and handpainted in five colors, the mama pig has the weather forecaster on her back. Magic chemical in this changes from blue for *fair* and *sunny weather* to pink for *cloudy* or *rainy weather*. Triple tested thermometer is said to give accurate room temperature. Unit, which is 6" high and 3½" wide, can be set on table or mantle, or can be hung on wall. Comes in three color gift box for $1.89, postpaid.